



"It's not enough to just show up. You have to have a business plan."

Is this you? ...

- There's not enough time in the day
- I'm busy but nothing seems to get done
- Everyone else is dragging ME down
- I can't stay focused
- I'm Stressed
- Everything is Out of Control!

Well, you gotta have goals~! Live without goals **and** a plan and you'll walk aimlessly through your days never really accomplishing – anything. Well, if you do it will be by pure accident. Living without goals means you're out of control, you can't be proactive because you're too busy being reactive! But, if you have goals and then create a plan on "how" you're going to achieve these goals, guess what – if you execute your plan the goal will appear. Really.

I know we've all heard it a million times. Blah, blah, blah. However, I have seen with my own eyes! Most problems I encounter in a troubled office are directly related to the lack of, not necessarily the goals, but the PLAN and the accountability to that plan. I realize how easy it is to become reactive with so much that happens within a day. But I also know that the moment you become the "firefighter" – you're in trouble. And the funny thing is once you start putting out fires they begin to multiply. This is when the real trouble starts because I've seen companies hire or delegate people to just "putting out fires". Never asking why are there so many fires and what or who is starting them?

So, whatever area you're struggling in right now – do you have a "realistic" goal and do you have a specific, detailed plan on how to accomplish that goal?

A goal is actually the end result and even though setting goals is important what's more important is the planning process. The reason being is that we can all come up with goals; what we want, what we'd like to have or, what we'd like to achieve. If I were to ask you how much money do you want to make, I bet you can tell me down to the penny. And, not only that I bet you can tell me what you'd do with that money.

However, if I were to ask you, how are you going to do that, specifically, most of you can't give me that answer. And, "I'm going to work really, really hard" doesn't count as an answer. Here's why: let's say that you tell me you want to buy a new home and when I ask you how you're going to do that you tell me, I'm going to look at a lot (and I mean a lot) of homes for sale, every single day. How many details are missing here? How confused do you think you'll be?

The POA (plan of action) is a detailed, step-by-step process. You start at the end (the goal) and work backwards. You need to know what you need to do monthly, weekly and daily in order to achieve your goal.

This way you end up with a daily/weekly plan that you KNOW ties into your goals. How simple is that?

So, why wouldn't you do it? You don't have time, you say? Well, that's exactly my point! Every week there should be a portion of your day that is blocked off so that you can THINK and PLAN for the following week.

It works like this: there should be an overall company goal (and plan) that then links to the branch goal (and plan). Next, each individual makes a contribution to that goal and plan, right? After all that's why we hired a team – to accomplish the goal. If the individual person in an office does not have a plan and doesn't work from a plan then it makes the branch and company goals absolutely, ridiculous, not to mention a complete waste of time. Now the ENTIRE Company is wandering aimlessly wondering why things aren't different.

Get the picture?

For a sample of a plan on "How to Increase your Gross Margin" go to my website and click on the link: www.loriwilliamsonline.com