

MEDIA INFORMATION FROM



DATE: 9th June 2008
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Helen Chambers, managing director of Leicester-based HJC Associates, looks at what holds small business back.

PUT SOME PASSION INTO BUSINESS PLANNING

What often sets successful small businesses aside from those that struggle, is their ability to seek out and work with external advice.

Having a business mentor will definitely highlight challenges that might otherwise be ignored, but it also helps with motivation and self-awareness.

Passion for success should not be confused with hard work. Plenty of people work hard without being successful. Those that succeed have a passion to succeed and they'll do whatever they can to set their business apart from mediocrity.

Values and passions are personally held and centred on the belief that if people are motivated, challenged and self-aware, then satisfaction, contentment and self-fulfilment will follow.

But this doesn't come easily to everyone, especially those that work really hard but fail to recognise their weaknesses and delegate for success.

A simple business plan brings focus on where the organisation is going but it must be built on a belief that the business will succeed.

Strong business planning will help small businesses define where it's heading, whether it's making appropriate decisions, and whether the action plans are robust. It will also help with workforce development, governance and addressing crises.

Just as importantly it will address self limiting beliefs and provide the space in which you can talk through challenges and open up your thinking. Interestingly for many small businesses, funding may be available in the East Midlands.

The people I want to help are not necessarily high achievers, of a particular age or entrepreneurial high flyers, but those who just want to do well and be effective in what they do.

Mentoring can provide:

- Help to focus on the longer term needs of you and your business
- The chance to evaluate and address your development needs
- An opportunity to unlock creativity to solve problems and explore options
- Increased motivation

I believe that if managers are consistently denied access to the tools, techniques and development they need to be effective and motivated people, regardless of their technical expertise and environment, they will become frustrated, disillusioned and demotivated. This includes those running their own business.

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