

Is There a Doctor in the House?

All too often I hear potential members of The Alternative Board®(TAB) state “I have too many things on my plate right now , but when things clear up I might be interested in becoming a TAB member” or “I need to improve my cash flow before I can join” or “Can’t leave my business for 4 hours to attend the monthly meetings”. These statements are usually coupled with their failure to find the time to complete a free set of assessments I usually offer valued at \$600. In some cases, statements like these are polite brush offs because most people worry about offending others if they are not genuinely interested. Unfortunately, in the vast majority of cases, these people are serious. As one who has dedicated his career to helping businesses succeed and prosper, it is very frustrating when I know that statements like those above are symptoms of an underlying illness that can easily be cured (assuming the patient is willing to do the work) by membership in TAB. These symptoms are always based on one or more of the following causes:

1. Lack of documented, standardized systems built around performance standards which are being consistently followed.
2. Poor executive time management skills.
3. Spending too much time on low impact, low dollar productive activities.
4. Failure to delegate
5. Lack of job descriptions with performance standards needed to hold people accountable.
6. Failure to know your key performance indicators and receive timely reports to monitor them
7. Lack of financial systems to insure you receive the right financial statements each month.
8. Lack of understanding of how to read and interpret financial statements.
9. Ineffective lead generation, marketing and sales systems.
10. Having the wrong people on the wrong bus in the wrong seats.
11. No strategic plan in place. As was said in Alice in Wonderland, “if you don’t know where you are going, any road will do.”
12. Shaky capital structure. Not enough capital or poorly structured loans
13. Lack of a Professional Executive Management Team
14. No need and, therefore, no demand for product or service
15. Business not scalable
16. Owner lacks passion and commitment for and to success of business

How can TAB help me get my business healthy?

We can help you attack these problems on several fronts:

1. Inspiration and leading by example. By attending regular board meetings you will see other business owners who have it together and who are doing things right. This will inspire you to do the work.
2. TAB will provide you with a Strategic Planning System to create strategic plans for your life and business.
3. You will be led to resources to help you create the financial and other systems needed for success. You can choose to do the work yourself or outsource all or part of it.
4. Monthly coaching sessions will keep you on track and that, coupled with the monthly meetings, will hold you accountable.

5. Leveraging off the advice of other business owners who have been there and done that will save you more in time than the 4 hours you spend each month attending a TAB Board meeting.

So ask yourself, "Are you running your business, or is your business running you?" I know that the dream of owning a business is not to have a place to work 60-80 hours a week with no time for your family or being too tired to do anything when you are not working. Most people dream of having a business that takes care of them. A business that runs on autopilot that allows you the time to do your 10's in life (whatever they are for you). Why not take the time right now to investigate how membership in TAB, coupled with professional coaching, can help you obtain the time freedom you have always dreamed of but seems so elusive.

Call or e-mail me today to set up a no obligation, no pressure, informational, exploratory, face to face meeting or to attend one of our regularly scheduled executive briefings. **DO IT NOW.** There is no reason that things have to stay the same. Let us help you take your business to the next level!

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