

Business Accelerator Workshop

27 April 2016 – Marlboro Gardens Hall

Ismail Lambat



082 761 7865

Credentials

- CA (SA), CIA, MAP, MBA (cum laude), ADP
- Executive Manager - Capital Efficiency at Eskom
- Bachelor of Commerce Accounting degree at the University of Johannesburg
- Bachelor of Commerce (Honours) - University of Kwa-Zulu Natal
- Chartered Accountant
- Certified Internal Auditor
- Management Advancement Programme (Top of Class) - Wits Business School
- MBA (cum laude) – Wits Business School
- Accelerated Development Programme - London Business School
- Certified Director – IODSA
- Diploma in Islamic Finance – CIMA (Current)

About Me

- Amazing Wife
- 3 Beautiful Kids
- Naturally Curious
- Nerd
- Keen Traveller
- Pathetic Golfer
- Injured Cyclist
- Used to be Thin

Experience

- PricewaterhouseCoopers
- Director at IFAS
- Nuclear Energy
- Capital Strategy
- Trustee
- Corporate Finance
- Memberships – SAICA, IIA, IOD ,LBS,CEB,

1 The Climate for Entrepreneurship in SA



Strengths

- Low cost of business start-up — the sixth lowest in the G20 and cheapest among rapid-growth markets.
- Societal attitudes towards entrepreneurship are favorable — media attention is high, and entrepreneurship is seen as a positive career choice.
- Private equity investment remains strong relative to most G20 markets.

Weaknesses

- Secondary school and tertiary education needs to improve dramatically to support more advanced entrepreneurship
- South Africa is lacking the research and innovation institutions needed to generate a high volume of new patents that have commercial potential.²
- Hiring and firing is difficult and expensive in South Africa, discouraging new enterprises and keeping small businesses from growing larger.³

1 The Climate for Entrepreneurship in SA

Opportunities⁴

- South Africa benefits from a growing, urbanizing and modernizing stream of “new consumers.” Entrepreneurs can use simple strategies like price and convenience to serve these markets, reducing the need to innovate.
- The country has a mature and profitable financial sector. Entrepreneurs enjoy world-class innovation, technology and competition in the financial marketplace.
- South Africa is a gateway into other thriving African markets.

Threats

- From the top down, corruption is rife in South Africa. As much as entrepreneurship is lauded, locals also speak of “tenderpreneurship” — where Government tenders are awarded to companies with strong political connections.
- High levels of crime affect all businesses in South Africa. This already deters many entrepreneurs, particularly in retail and cash-based industries.
- There is a risk that there will be growing social unrest if the rate of unemployment is not tackled more successfully.



1 The Climate for Entrepreneurship in SA

South Africa: Land of extremes

Getting the necessary registrations and compliance in place is difficult

Expensive and onerous to hire and fire new workers



Quick and cheap to start a new business

Rising middle class of consumers providing rich opportunities,



INNOV
ATION

1 The Climate for Entrepreneurship in SA

- Commercial Banks
- Khula Enterprise Finance
- Small Business Growth Trust Fund
- Izibulo SME Fund
- Islamic Finance
- Identity Development Fund
- Enablis Acceleration Fund

- Ithubalentsha Micro-Enterprise Program
- DTI
- SEDA
- IDC
- NYDA – National Youth Fund
- Incubation Support Program
- Tourism Enterprise Partnership
- Business Partners



- Anglo-Khula
- Akwandze Fund
- South African Investment Network
- African Contractors Finance Corporation (Pty) Ltd
- Business Finance Promotion Agency (BFPA)
- Land Bank
- Venture Capital



2 Common Pitfalls

A Some Truths about Failure

- Talking about it is taboo
- South Africans – low tolerance for entrepreneurial failure
- Whispered dinner party convos'
 - I have this friend
 - Belly up
 - Gone Bust
 - Did his own thing
 - Freelancing....for a bit
- Could someone else's failure make us feel better?
 - Had they succeeded.....our mediocrity exposed
- Entrepreneur Failure viewed as Badge of Honour - USA
 - Gained insights into what went wrong
 - Attributed little blame to others
 - Took on mammoth task, too much too soon
- World History = Bulk Failures



FAILURE

When you try your best, and it's still not good enough.

Pitfalls in Business

PITFALLS

Be true to yourself.....

- Don't think that all good ideas are opportunities and will make successful ventures
- Don't let others tell you what kind of business you should start.
- Don't conclude that lack of competition means you have a wonderful opportunity. It might mean there is no market for your product or service
- Don't search for a business concept that will revolutionize the world
- Beware of friends and family telling you what they think of your business idea.
- Don't start a business that does not match your image and personal goals
- Don't open a me-too venture – a direct copy of an existing business
- Don't fool yourself into thinking that good food recipes are easy to sell and market
- Don't forget about securing the required licenses
- Don't overlook business insurance for your equipment and inventory even if it's a home based business
- Don't start a business without writing a business plan
- Beware of business consultants who offer to write your business plan for a reasonable price.
- Don't try to save start-up costs by locating your retail business in a less desirable location.



D Mind Food.....



- *Its not having bundles of money that makes people happy, but rather having bundles more than the next person.....*
- *“So, what made you decide to go into business for yourself?”*
“It was something my last boss said.”
“Really, what was that?”
“You’re fired.”

BEWARE :Official Reasons For Business Failure



No Written Plan

No Revenue

**Limited
Opportunities**

**Unable to
Execute**

**Competition is
Too Much**

Early Giving in



- If you cant say what you do in 20 seconds
- If you never see your teeth
- If you value your bank manager more than your idea

The Straight and Narrow in Business

- Income & Expense Reporting (Tax Fraud)
- Truth in Advertising
- Bribing Customers and Bid Rigging
- Direct Selling, Pyramid Schemes
- Effects of owners ethics on their employees
- Get rich quick schemes donot work – Period



2015 – Entrepreneur of the Year

Lets meet Tommy Makhato

- Mobile Hair Salon
- Backyard Hair salon in Soweto
- Hair Care Products
- MT Hair Salon 1980 – 2014
- 4* Jabula Cosmetic Centre 1991

Do not go into business for the sake of money.

- 2 * Bibi Cash and Carry and Carry
- Bibi Distribution Outlet
- 500 Employees
- Benefits 3000
- Mind over Matter



The One Minute Economist.....

Whats Happening in Your World?

Backdrop

- Global Positive Sentiment
- Growth in African Economies @ 5% pa
 - China @ 7%pa
 - US @ 2.5% pa
- Where to be?
 - Manufacturing
 - Big Agriculture
 - Mining
 - Tourism
 - Education
 - Energy
 - Online Business
 - African Trade

What you can do

1. Access myriad of opportunities
2. Develop your niche
3. Export
4. Act Now
5. Believe

The Not so Goods.....

- Energy Constraints
- Lack of adequate governance
- Elections imminent – nervous investors
- Apathy of youth
- Unemployment
- Overall macro-economic dissatisfaction

**“I never read
The Economist.”**

Management trainee, Aged 42.

3 Knowing your DNA

Entrepreneurs Are....

- People who start or operate a business activity
- Discoverers of consumer or industrial needs and launch new firms to meet those needs
- Risk Takers who provide an impetus for change, innovation and progress
- All active owner – managers (founders and/or managers of small businesses)

What are you?

- Reluctant / Refugee - Person who becomes an entrepreneur as a result of some severe hardship
- High Potential Venture- Small firm that has great prospects for growth
- Attractive Small Firm – Small firm that provides substantial profits to its owner
- Microbusiness – Small firm that provides minimal profits to its owner
- Lifestyle Business – A microbusiness that permits the owner to follow a desired pattern of living

Or are you?

- Artisan Entrepreneur – A person with primarily technical skills and little business knowledge who starts a business
- Opportunistic Entrepreneur – A person with both sophisticated managerial and technical knowledge who starts a business

A womanpreneur



- 140 million across the globe
- 38% of all entrepreneurs in USA
- In SA – 29,5% Cape, 19,8% Gauteng, 19,6% KZN
- Move into non traditional industries

Issues

- Newness of entrepreneurial role
- Lack of access to credit
- Lack of networking connections
- Discrimination

How to Make Business or any Decisions.....



INFORMATION

C CRITERIA

A ALTERNATIVES

C CONSEQUENCES

I INTENTION



**** Pre Frontal Cortex: Front,Thinking,Rational, Discipline**

10 Most – Asked Questions from Entrepreneurs

1. I'd love to start a new business, but I don't have a great idea. What kind of business should I start?
2. I want to open a business in my home. What do I need to do to get started?
3. Who do I approach to get funding for my business venture?
4. What are the basics required to get started from a legal perspective?
5. Will my business succeed?
6. How can I increase my sales and find new customers?
7. Since I don't have much money to market my business where should I advertise?
8. How can I successfully market my product with a limited budget?
9. What kind of franchise should I purchase?
10. Where should I operate my business from?

Home Based Business Quiz

1. Do you have adequate living space to devote a section of your home to a business without disturbing your home?
2. Will your family refrain from interfering with you while you work on your business?
3. Are you comfortable operating independently?
4. Can you organize your time well, set aside the necessary hours to run your business and stick to it?
5. Can you make decisions on your own?
6. Are you a self-starter?
7. Will you need to leave your home to go out and call on customers?
8. Do you tend to complete projects on time?
9. Do you have sufficient funds to start a home-based business?
10. Are you willing to research your home-based business idea and write a business plan to make your dream a reality?

Reasons and Advantages of Being in Business

The Two Paths....

Is an idea a Good Investment Opportunity?

- **Market Factors** – Is there a clearly defined market need for the product or service
- **Competitive** venture financially rewarding, and does it have significant profit and growth potential
- **Management Capability** – Is there a good fit between entrepreneur and opportunity?
- **Advantage** – Can the proposed business achieve a durable or sustainable competitive advantage

ENTREPRENEURSHIP

Startup -
Creating a new
business from
scratch

Buyout -
Purchasing an
existing business





Why would you want to?

**

Advantages and Reasons for going into Business

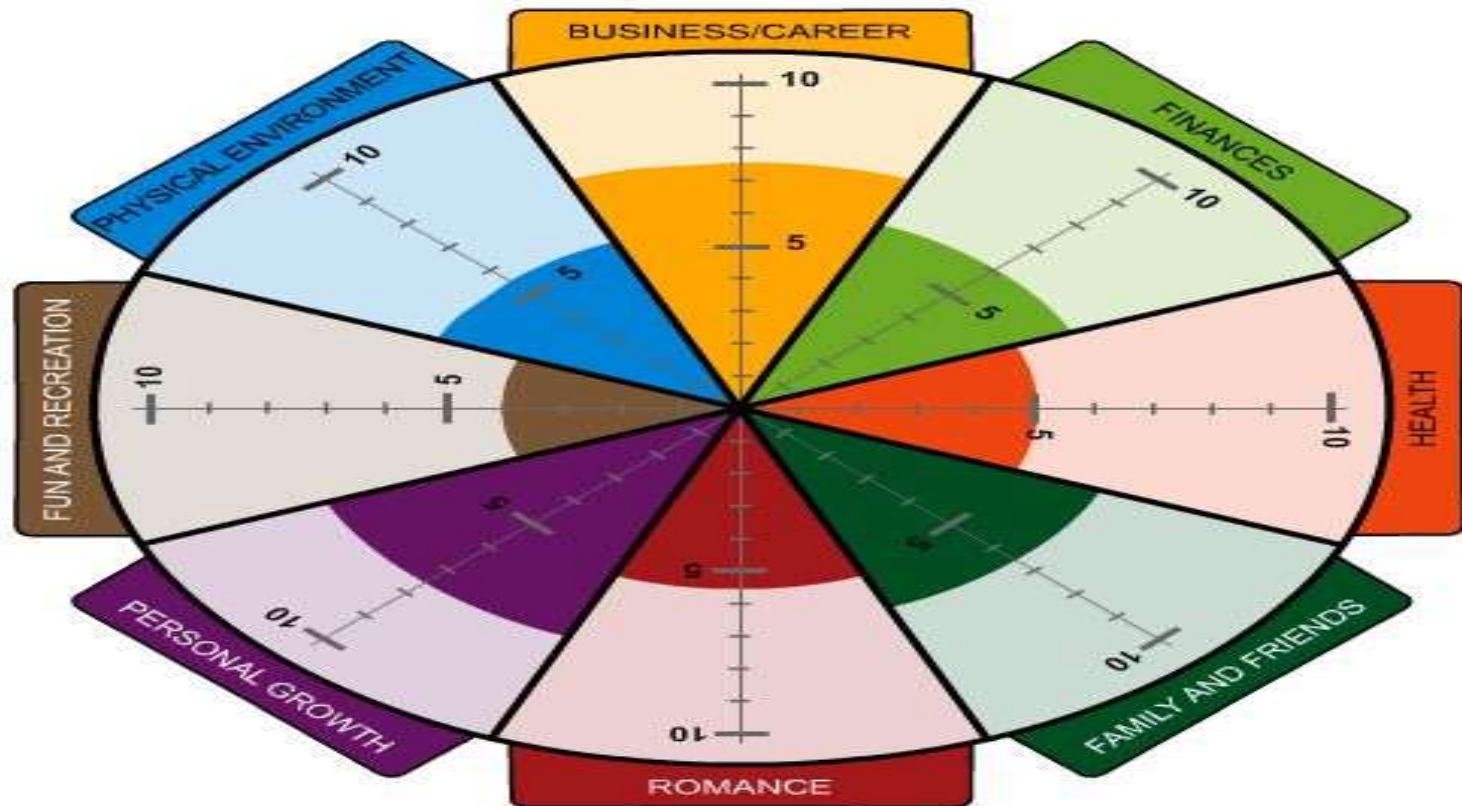
**

- Developing a commercial market for a recently invented product or service
- Taking advantage of available resources, ideal location, advances in equipment, employees, suppliers and bankers
- Avoiding precedents, policies, procedures, and legal commitments of existing firms
- Wanting the challenge of succeeding or failing on your own

The Wheel of Life

Q

Do you have any punctures?



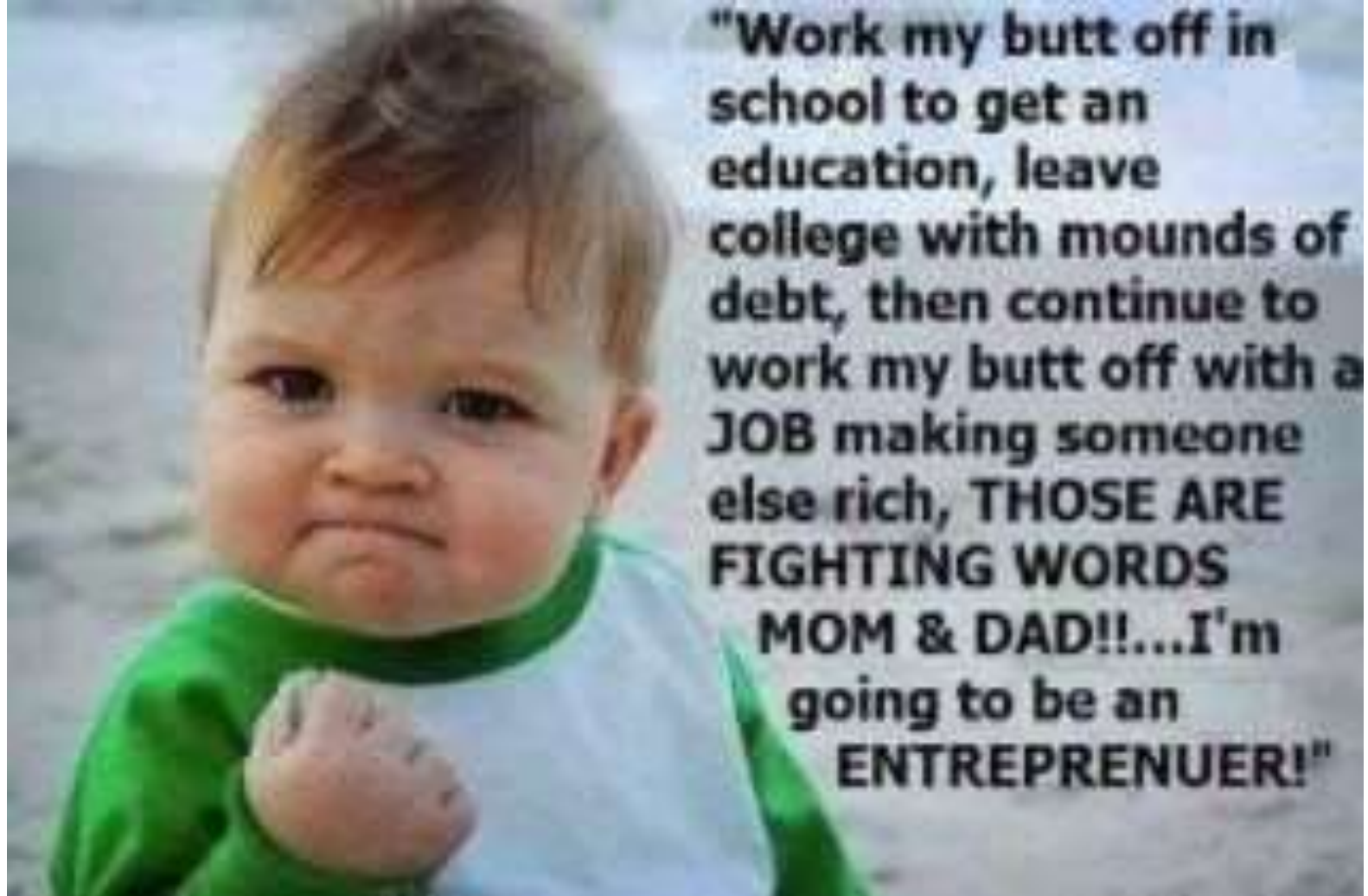
A

Only you can ensure perfect alignment and balance....

Is this you?







Entrepreneurs Born or Made....



Mompreneurs are a growing trend...



Attitude Determines Altitude

		Level of Awareness							
		1	2	3	4	5	6	7	8
1. Potential		<div><div></div></div> <div><div></div></div> <div><div></div></div> <div><div></div></div>							
<ul style="list-style-type: none">▪ Stuckness▪ First Nature/Second nature▪ Efficacy (causative power)▪ Forethought									
2. Persistence		<div><div></div></div> <div><div></div></div> <div><div></div></div>							
<ul style="list-style-type: none">▪ Option Thinking▪ Locus Of Control (internal vs external)▪ Appraisal									
3. Conditioning		<div><div></div></div>							
<ul style="list-style-type: none">▪ Scotoma									
4. Affirmations		<div><div></div></div> <div><div></div></div> <div><div></div></div> <div><div></div></div>							
<ul style="list-style-type: none">▪ Pre Dissonance▪ Post Dissonance (buyers remorse)▪ World View									
5. Conscious Process		<div><div></div></div>							

What are you doing?

What do you need?

Customer Focus

- Commitment and determination

■ Firms lack bureaucracy

Quality Performance

- Leadership

■ Quality is not limited to large firms

Integrity and Responsibility

- Creativity, self reliance and adaptability

■ A solid reputation builds loyal customers

Innovation

- Motivation to Excel

■ Small firms are the leading source of innovation

Special Niche

- Tolerance of risk, ambiguity and uncertainty

■ Providing uniquely specialised services can be a powerful competitive advantage

Entrepreneurship Tip

ALWAYS..... KEEP YOUR EYE ON THE BALL OR THE PLANE



Small Business Myths



- ☐ 1. Business owners have more independence
- ☐ 2. Business owners make a lot of money
- ☐ 3. Business owners are funded by venture capital and angel investors
- ☐ 4. Small business creates a lot of new jobs
- ☐ 5. Slow and lumbering big business is vulnerable to quick and agile small business

The positives....



- ☐ 1. Its cool to be an entrepreneur
- ☐ 2. Banks are increasingly more small business friendly
- ☐ 3. The government loves small business for economic development
- ☐ 4. The playing field is more level

1 minute - Marketing Cheat Sheet

Know what your customers want

Make your product or service the best it can be

Analyze competitors & capitalize on weaknesses

Establish a complete customer profile database

Give your good customers a little extra

Use direct marketing to discover how to improve

Stay in close and constant communication with customers

Get your customers to sell for you

Follow Up and Feedback

Need for Integrated Marketing Strategy



- Consistent Messaging
- Instant Communication
- Reputation Management
- Strict Filtering & Admin
- Correct Target Audience
- Interactive
- Wide Member Choice

Join Your Local Chamber of Commerce



Salvatore Lapoli
Chairman
Merrimack Valley Chamber of Commerce

*Governor
Deval Patrick*

Joe Bevilacqua
President VED
Merrimack Valley Chamber of Commerce

Claim Your Google Local Listing



NEW!



Local

List your business on local directories



Ask your customers for online reviews



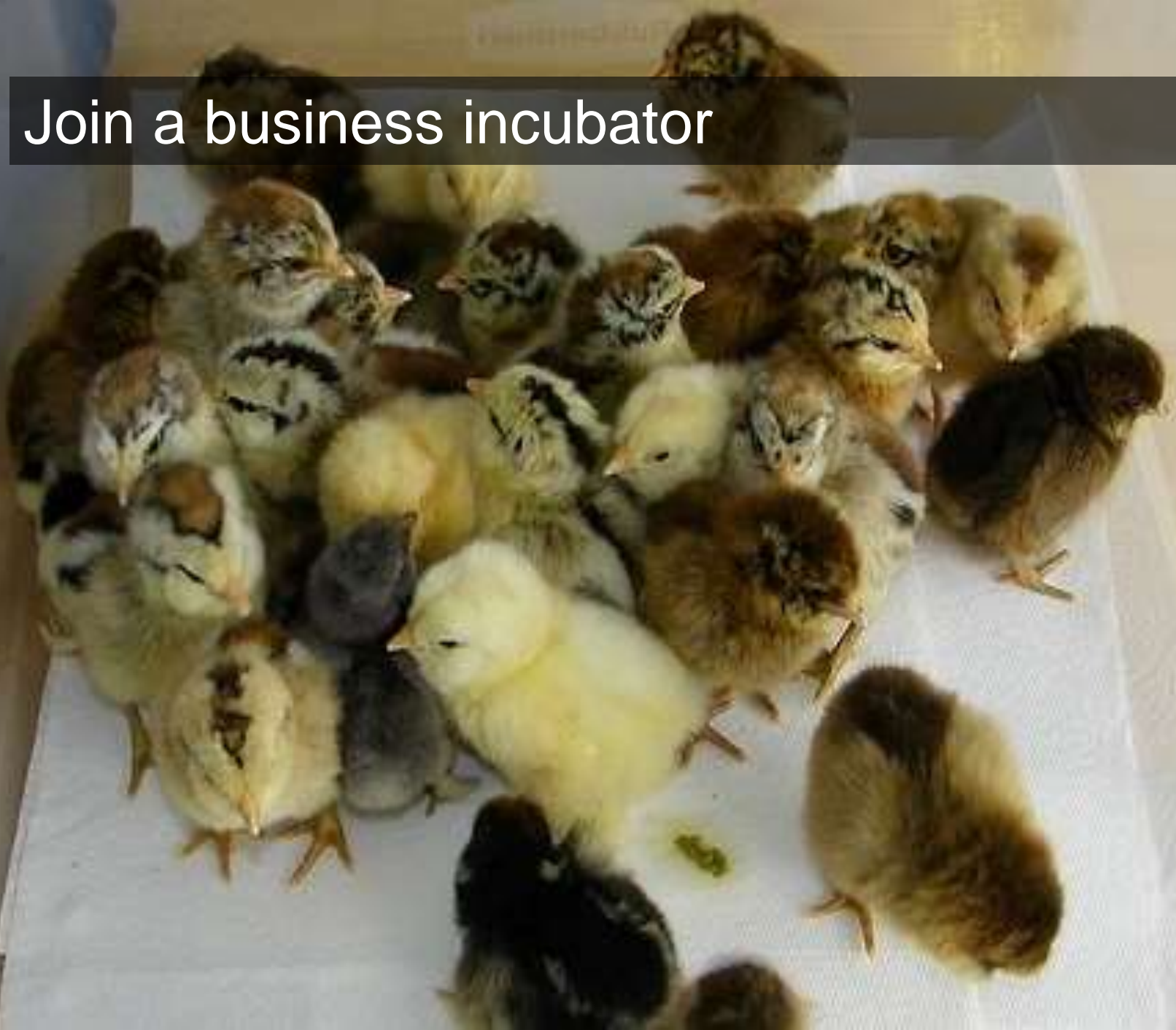
Optimize your site for mobile devices



Optimize your site for mobile devices



Join a business incubator



Start a blog



SPEAK UP

Create videos and post to YouTube



Comment on blogs in your niche



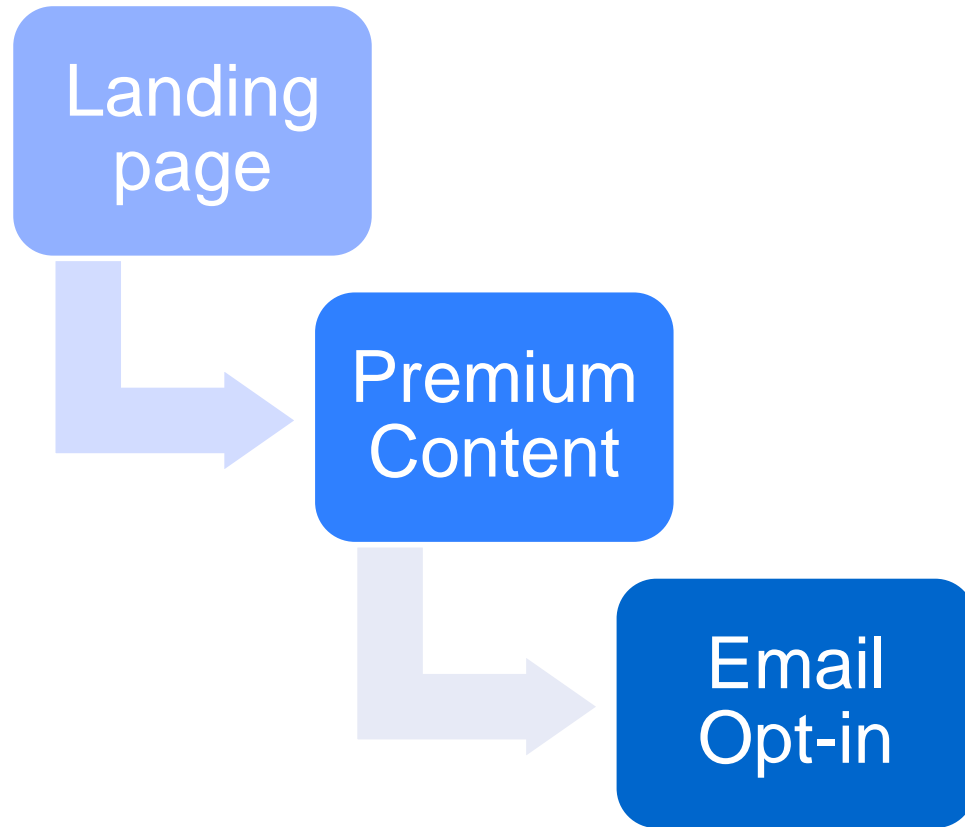
**HOLY
COW!!**

A white, weathered speech bubble sign with a black border and a black dot at the bottom. The sign is mounted on a dark metal post. The background shows a blue sky and a rusty metal roof.

Create a monthly email newsletter



Create premium content to collect emails



Establish a presence in social media



Optimize your site for search engines



Conduct a free webinar



Use QR codes in your print materials

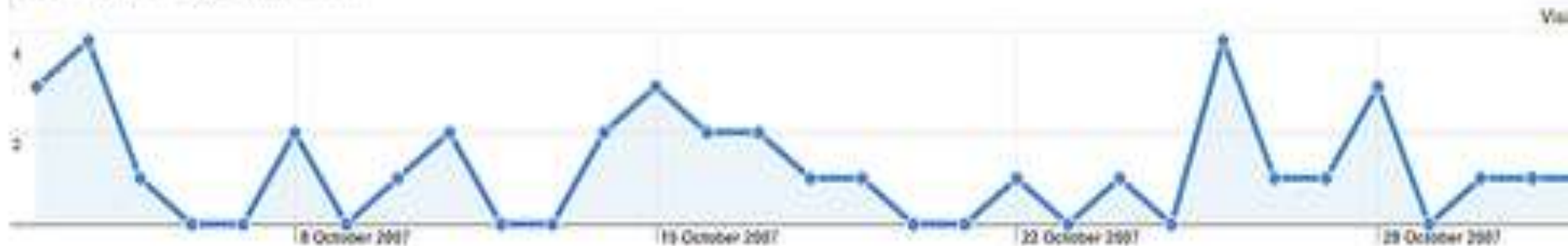


Setup Google Analytics

Referring Sites

3 Oct 2007 - 2 Nov 2007

Export Email Add to Dashboard



Referring sites sent 38 visits via 1 sources containing "anatomu"

Segment: Source

Site Usage Goal Conversion

Views: [Table Icon] [List Icon] [Full Screen Icon] [Print Icon]

Visits 38 % of Site Total: 6.51%	Pages/Visit 1.45 Site Avg: 1.81 (-20.13%)	Avg. Time on Site 00:01:45 Site Avg: 00:01:01 (72.86%)	% New Visits 55.26% Site Avg: 52.16% (-40.53%)	Bounce Rate 60.53% Site Avg: 58.37% (1.85%)
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Source	Visits	Individual Source	Visits	compared to site average
1. anatomu.com	38	-89.48%		
Find Source	containing	anatomu	Go	
		Go to: 1	Show rows: 10	1 - 1 of 1

Start a contest



Cross-promote with another business



Branding for Business



Know What is Branding!

- Branding is the process of creating a clear, distinctive and durable perceptions in the minds of consumers.
 - Most people associate branding with big companies
 - Small business can also use branding techniques with great rewards
- Technique of branding include association of a company with:
 - Logos
 - Distinctive colors
 - Slogan, jingle
 - Unusual qualities and product uniqueness
 - Packaging
 - Mascots
 - Memorable name
 - Behavioral incidences and hallmarks
- Brand strategy must be a vibrant interaction between you and your target market



Building a Brand: The Decisive Edge for Your Business

Building a brand is one of the most important things a small business will do:

- Marketing doesn't happen without a brand and sales
- We have already have a brand whether you know it or not!
 - A brand started when we open doors and sold our first product or service
 - People who contact your company has experienced your brand and formed an opinion about your business
 - Brand reputation is being formed and your firm's future is being determined!



The important question is: **What do they think of you, and how it affect your sales?**

- If you cannot answer this question, you have no control of your brand!
- Without control, your business is at the mercy of your competitors and other unseen forces in the market
- Your company will lose because you choose not to play the branding game!

Profitable companies understand how to build a winning brand!

Elements of A Brand

Benefits: the effect our product has on customers

Positioning: how different we are from our competitors

Preference: the customers' propensity to buy our brand

Customer Commitment: the ultimate result of our branding strategy, loyalty is built through brand contact and relationships

Pricing: represent value we offer to our customers

Distribution: how available our offer is?

Quality: this influences satisfaction

Presence: how prominent we are in the marketplace, high or low profile?

Reputation: the market's opinion to your brand

Image: perceptions of your brand by buyers



Critical Branding Questions

Answer these to start building a brand that wins:

- What are the benefits of using your product and services?
- Does your product or service have an advantage over your competitors? If yes, what is it? And how does it benefit the customers?
- How do your competitors position their brands?
- What is your main competitors's marketing message?



- Do your competitors deliver on their marketing promises?
- Can that advantage be positioned into your brand identity?
- Is there a marketing niche that would benefit from your brand?
- Is your company name and logo descriptive and distinctive? Are there ways that it can be improved?
- What is your company's core message? And is your message clear and focused? Do your message connected to your target audiences?

Critical Branding Questions

- Do your competitors deliver on their marketing promises?
- Can that advantage be positioned into your brand identity?
- Is there a marketing niche that would benefit from your brand?
- Is your company name and logo descriptive and distinctive? Are there ways that it can be improved?
- What is your company's core message?
- And is your message clear and focused? Does your message connect to your target audiences?

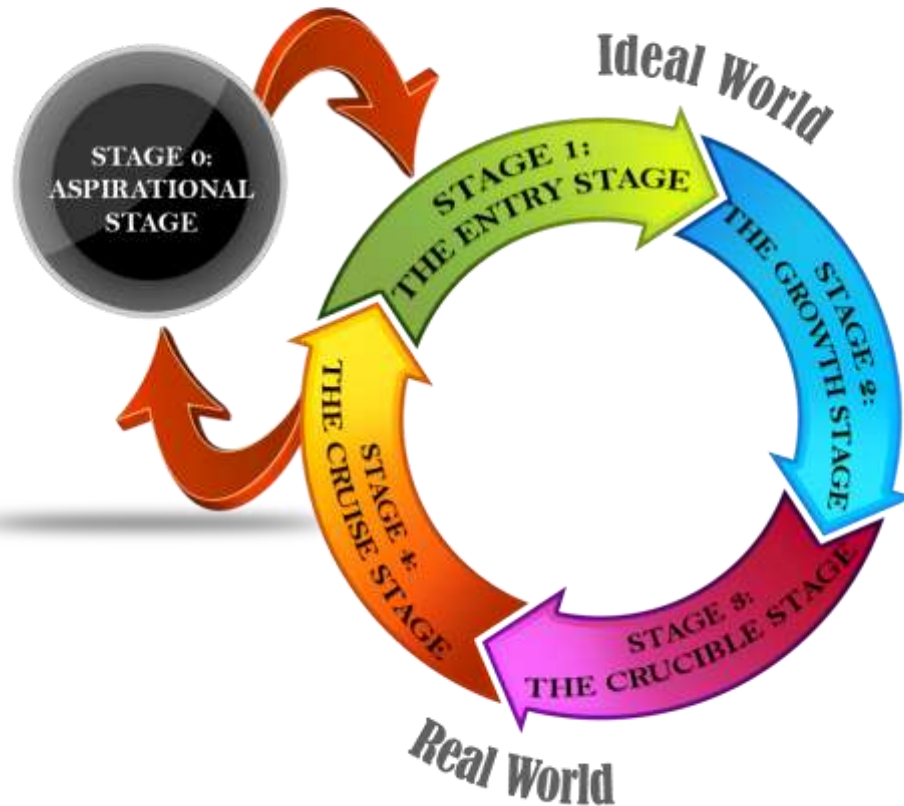
BRANDING &
MARKETING
YOU





The Small Business **Life Cycle**

Outline



- Stage 0: The Aspirational Stage
- Stage 1: The Entry Stage
- Stage 2: The Growth Stage
- Stage 3: The Crucible Stage
- Stage 4: The Cruise Stage
- The Way Ahead

More and more people start small businesses today because
technology, societal expectations, and the demands of life
favor small businesses.



The Stats

Are you going to make it?





Most small business owners feel **overwhelmed**
by all the information they get about
how to grow their business.

- One expert says one thing,
and another says something else.
 - Best practices from last year are obsolete this year.
-

- There is always more to do...
...than time and resources available to do it with.

So what steps
are right for you
to take right now?



In life and business
one size
doesn't fit all

Intro to the Stages of the Small Business Life Cycle

Small Business Life Cycle Overview

Every stage has:



Challenges



Strengths



Inconvenient
Truths



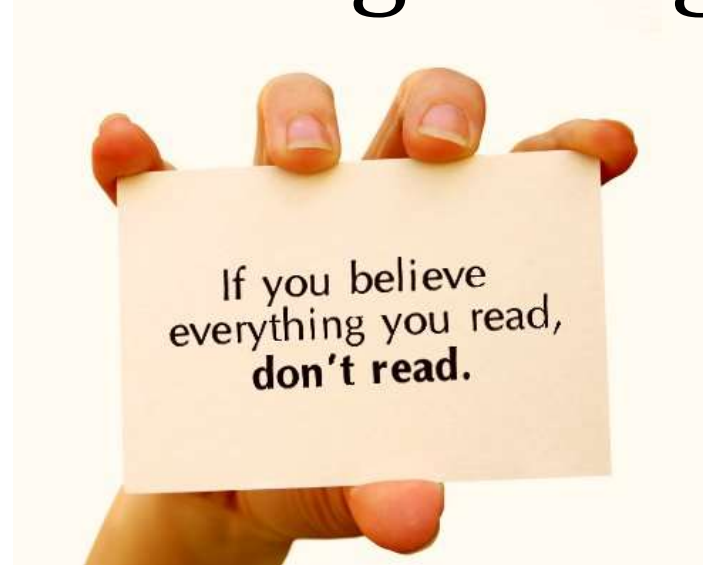
Ways
Forward



Catalytic
Moments

Myth:

The farther through the cycle you get,
the easier a time you'll have growing
your business.





Fact:

Every stage
will have challenges.

Don't Give Up!

The Secret to Small Business Success

Take
the right
steps at the
right time.

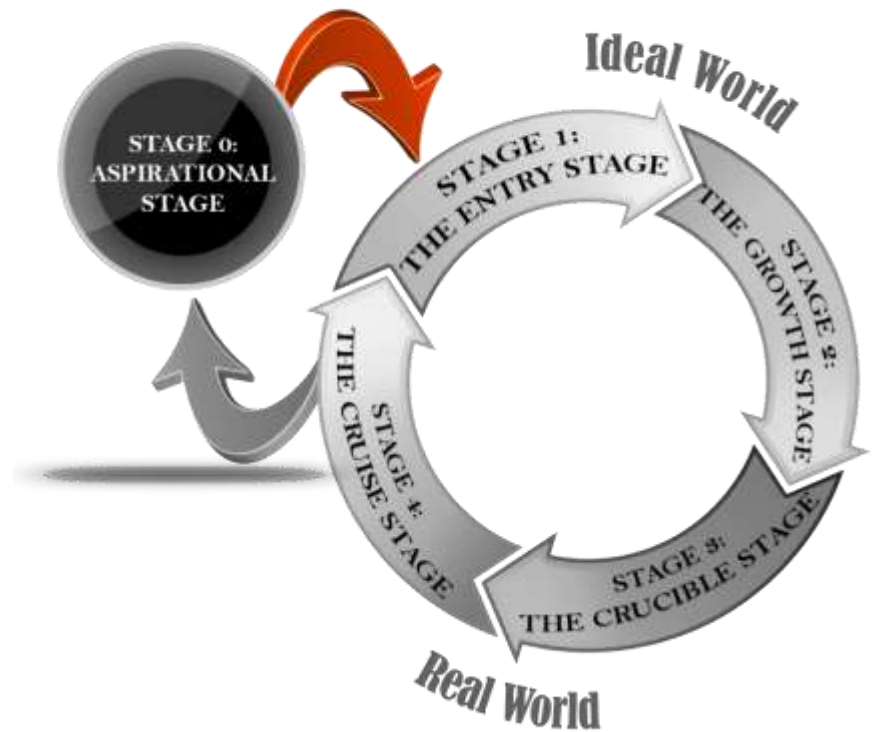


Stage 0: The Aspirational Stage

The Aspirational Stage

“Whenever you see
a successful business,
someone once made a
courageous decision.”

-Peter Drucker



Stage 0

The aspirational stage is for all
people who want to start a business.

They read books,
they daydream,
but they haven't actually started.



Challenges



- 01 Figuring out what business to start
- 02 Making the leap
- 03 Overcoming the overwhelm around changing the world

Strengths

- 01 Energy
- 02 Hope
- 03 Anything counts as a win

Inconvenient Truth

Your business
might not work.



The Way Ahead

Just Start.



How do you start?

01

What makes you come alive?

02

What are you natively good at?

03

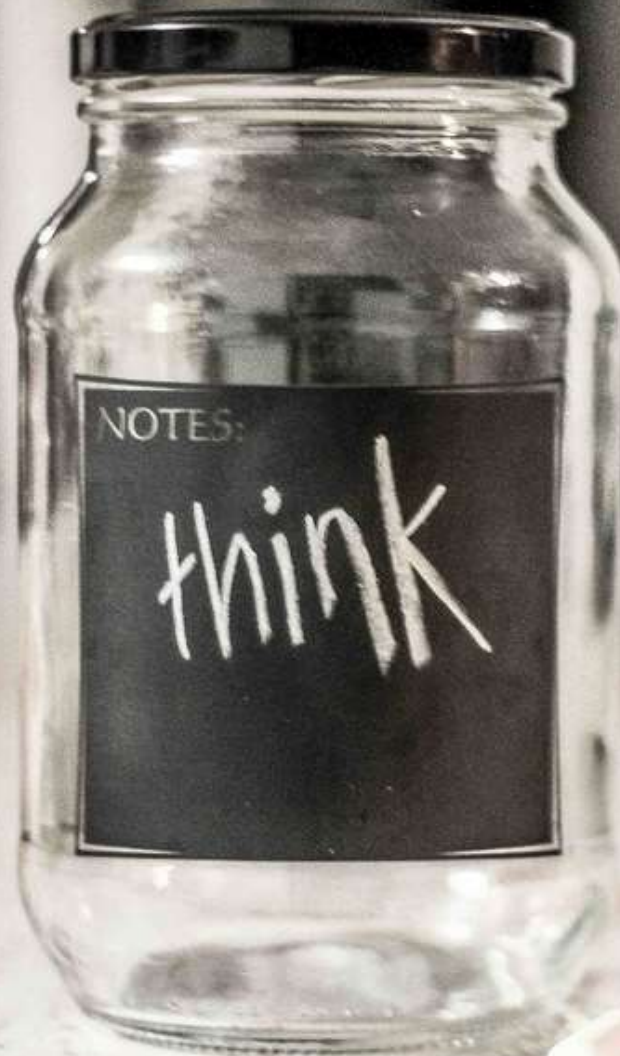
Who fires you up?

04

What frustrations can you solve?

05

Pick one frustration and start generating solutions.



Catalytic Moment

You try something and it

WORKS

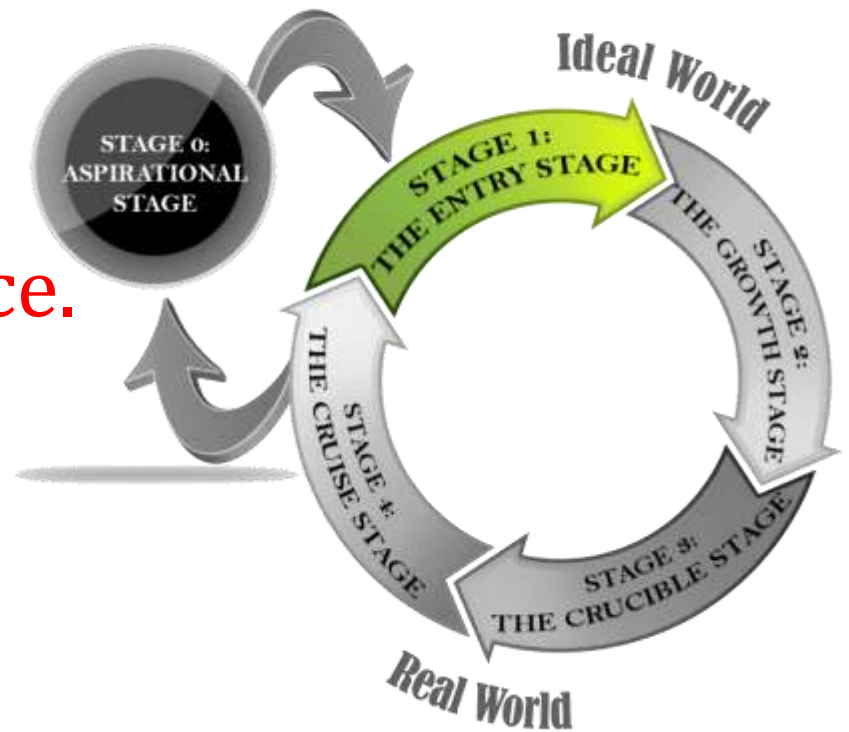
even if it's just a little bit.

Welcome to Stage 1: The Entry Stage

Stage 1 – The Entry Stage

“In the business world,
everyone is paid in two
coins: cash and experience.
take the experience first;
the cash will come later.”

-Harold S. Green



In Stage 1 you get a little traction, but don't yet have a lot of customers, market share, or demand for what you do.

The Entry Stage is a Yes Stage

Take on too much work,
work with anyone willing
to work with you, and say
yes to anyone who shows
interest.

This is a natural part of the process of growing a business.

Challenges

- 01 Having a little success does not mean you'll have sustainable long-term success
- 02 Talking about what you do
- 03 Undervaluing what you do



Strengths

**You still
have energy**

Success High

Small wins count as
huge wins because
you are #winning

**You're not
too big to fail**

"Fail fast and
fail often."
-Seth Godin

At this stage, there aren't a whole lotta people watching.

Inconvenient Truth



You have no idea
what you're doing.

The Way Ahead

01

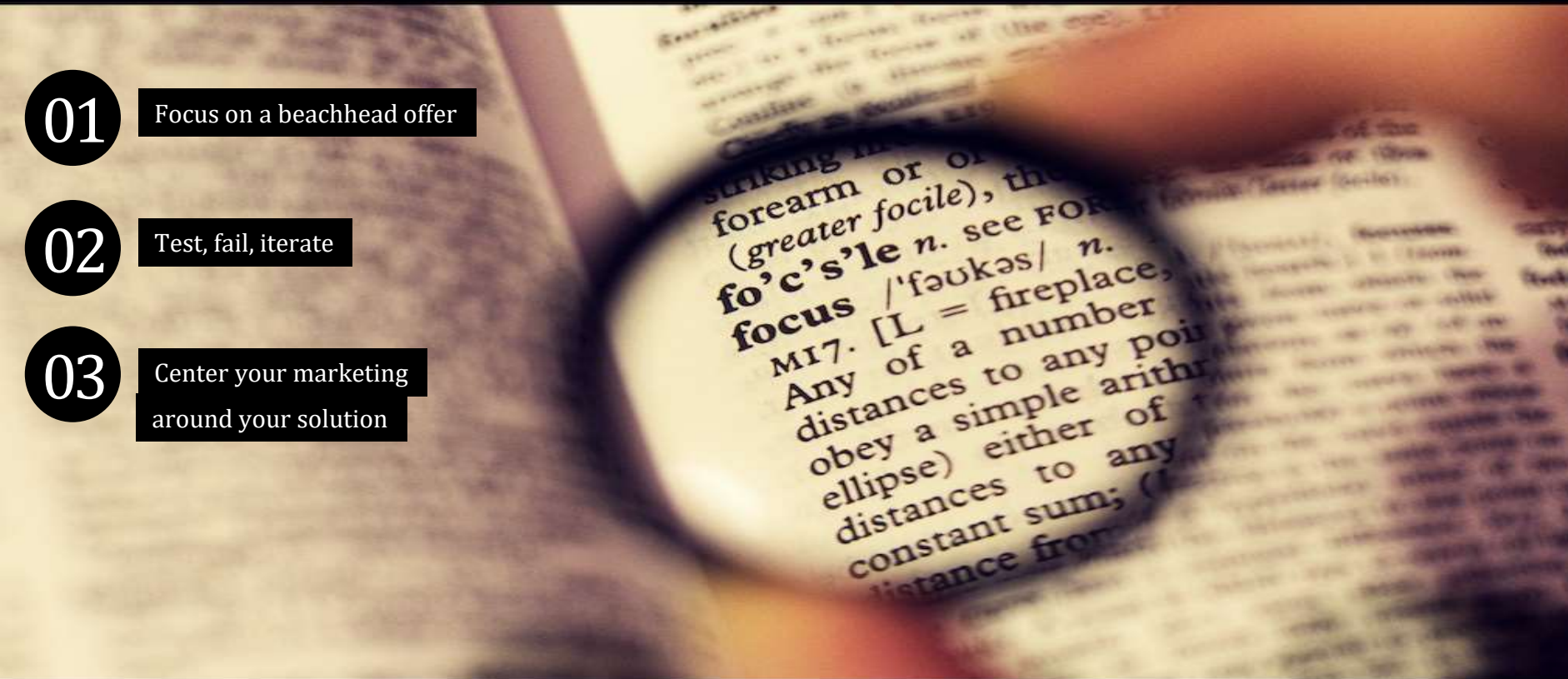
Focus on a beachhead offer

02

Test, fail, iterate

03

Center your marketing
around your solution



Catalytic Moment

You hit your first

Home Run

rip - PHOTO BAIN'S NEWS SER.

Stage 1

2314-10

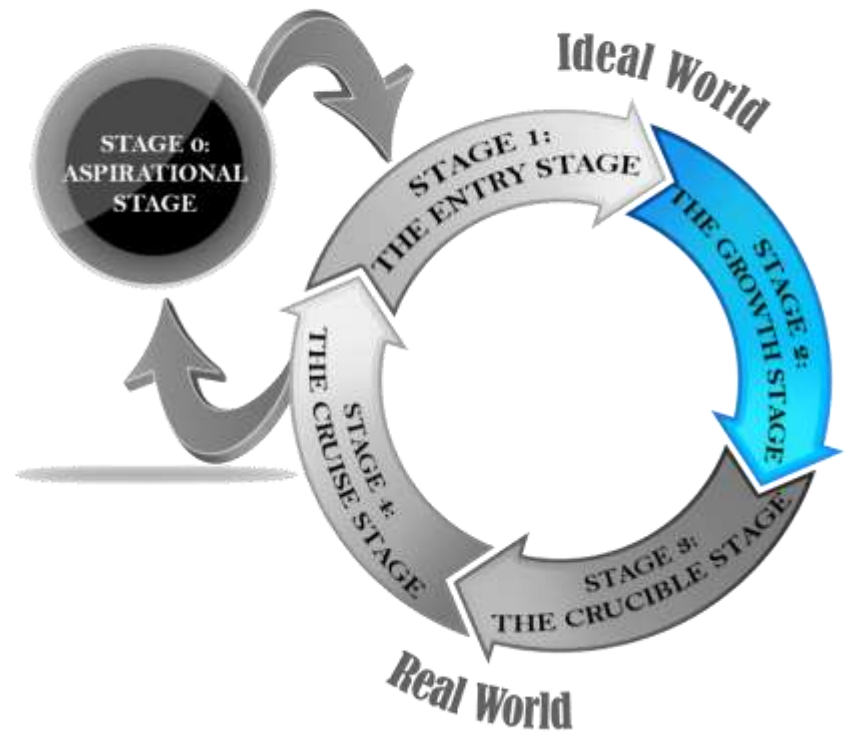


Welcome to Stage 2: The Growth Stage

Stage 2 – The Growth Stage

“The success combination in business is: do what you do better... and: do more of what you do...”

-David Joseph Schwartz

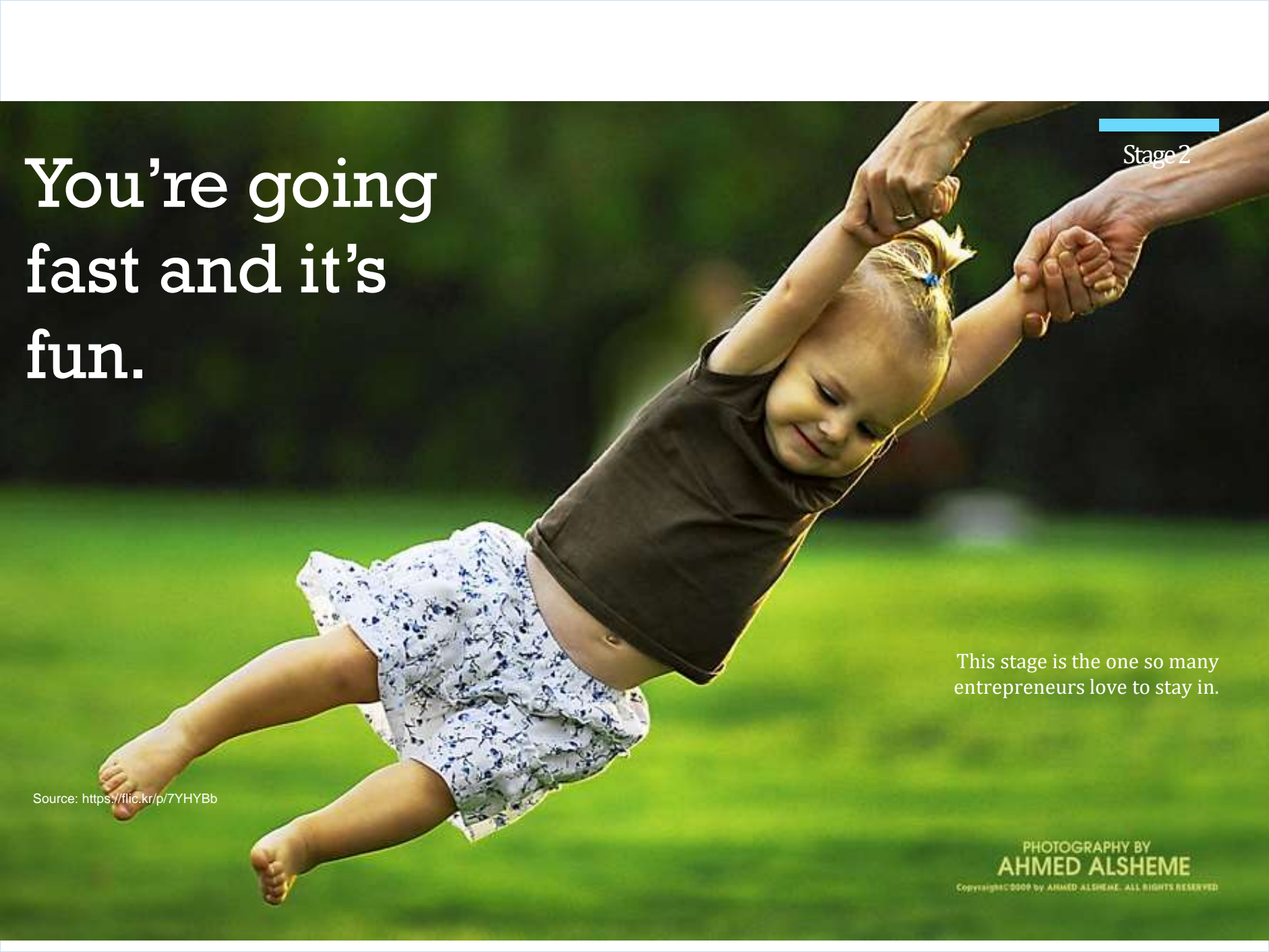


Riding the Rocket

You have customers and market demand, you're excited, and business is taking off



Source: <https://flic.kr/p/96iJmd>

A young child with blonde hair, wearing a brown t-shirt and a white skirt with a blue floral pattern, is being swung by their arms. The child is smiling and looking down. Two adult hands are visible, holding the child's arms. The background is a blurred green field.

You're going fast and it's fun.

Stage 2

This stage is the one so many entrepreneurs love to stay in.

Source: <https://flic.kr/p/7YHYBb>

PHOTOGRAPHY BY
AHMED ALSHEME

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Challenges



01 It's hard to hold on

02 You have too many ideas

03 You're not there yet



Strengths

01 It's fun

02 There are
lots of
possibilities

03 You have
confidence

Inconvenient Truth

You can't keep
going like this,
or you'll burn
out.

Stage 2



The Way Ahead

**Focus on your
specialty or niche.**



Tips for Moving Forward

01

Add supporting or complementary offers

02

Maintain your beachhead

03

Stay customer facing and focused

04

Keep going!

Catalytic Moment

Market demand
exceeds your
ability to deliver.

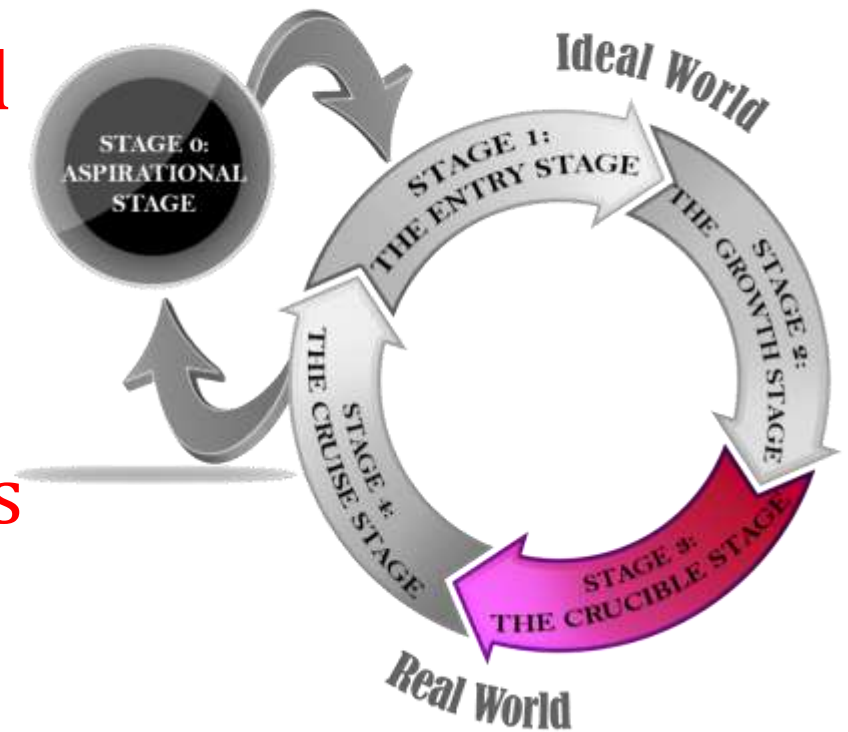


Welcome to Stage 3: The Crucible Stage

Stage 3 – The Crucible Stage

“The mark of a successful organization isn’t whether or not it has a problem; it’s whether it has the same problems as last year.”

-John Foster Dulles



The First “No” Stage

This is everyone's least favorite stage because it is frustrating.

Seth Godin calls it
“the dip.”

The First “No” Stage

There is enough going for you
that it's hard to quit,
but not enough in place
to continue indefinitely.

Challenges

- 01 You're tired
- 02 You need help
- 03 People are watching you now





Strengths


01 You're a small giant

02 You're finally at home
as an entrepreneur

03 You know what's
working

Inconvenient Truth

Stage 3

A photograph of a house of cards structure built on a light-colored, textured surface. The structure is composed of several playing cards. The base consists of two red-backed cards forming a triangle. On top of this, there are two more cards: one with a black spade pattern and one with a red heart pattern. The cards are slightly tilted, giving the structure a precarious appearance. The background is a soft, out-of-focus light gray.

**There's no
business
under the
business.**

The Way Ahead

You need to get 4 key ingredients into place:

01 people

03 systems

02 processes

04 positioning



Focus on Your Core

01

Reduce complexity, extraneous effort, and information silos

02

Start thinking like a manager

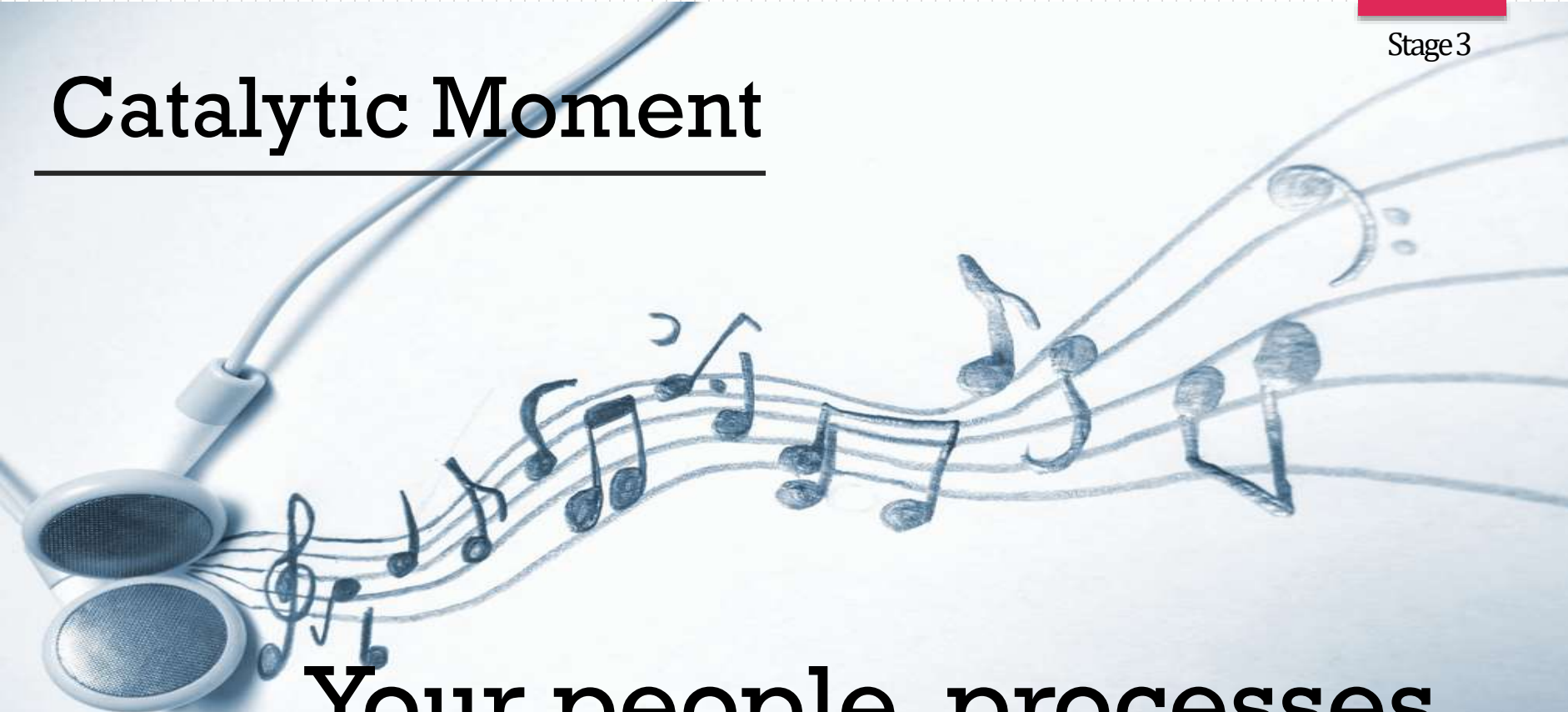
03

Review your margins, brand resonance, and sustainability

04

Sell to your current and/or previous customers

Catalytic Moment



**Your people, processes,
systems, and positioning** **gel**



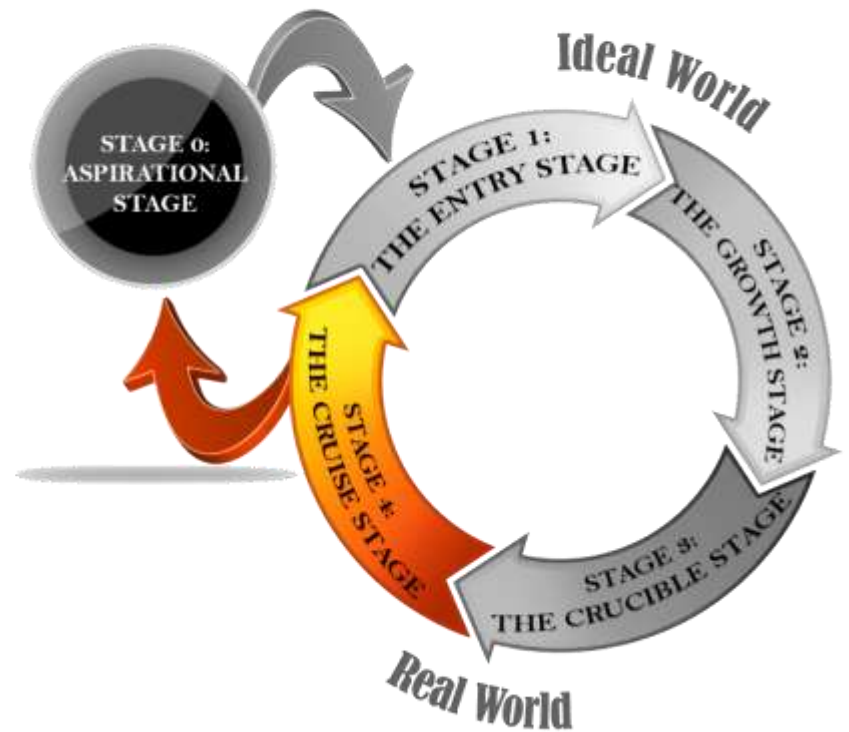
In life and business
one size
doesn't fit all

Welcome to Stage 4: The Cruise Stage

Stage 4 – The Cruise Stage

“Keep your eyes
on the stars and
your feet on the
ground.”

-Theodore Roosevelt



What happens at Stage 4?

All entrepreneurs do
1 of 3 things:

Any of these things will cause you to
move back down to a previous
stage.

They
implement a
new
business
model

They lose a
critical
resource

They sell the
business and
start over

Challenges



01

Patience: You must
switch to

long-term
strategy

02

You have a lot to

lose now

03

Bright and
Shiny
Syndrome

What is BSO?

A Bright and Shiny Object is a new project or potential project that key players in the business latch onto that alters the business's ability to operate.

Look for the words

NEW!

COOL

FUN

EASY



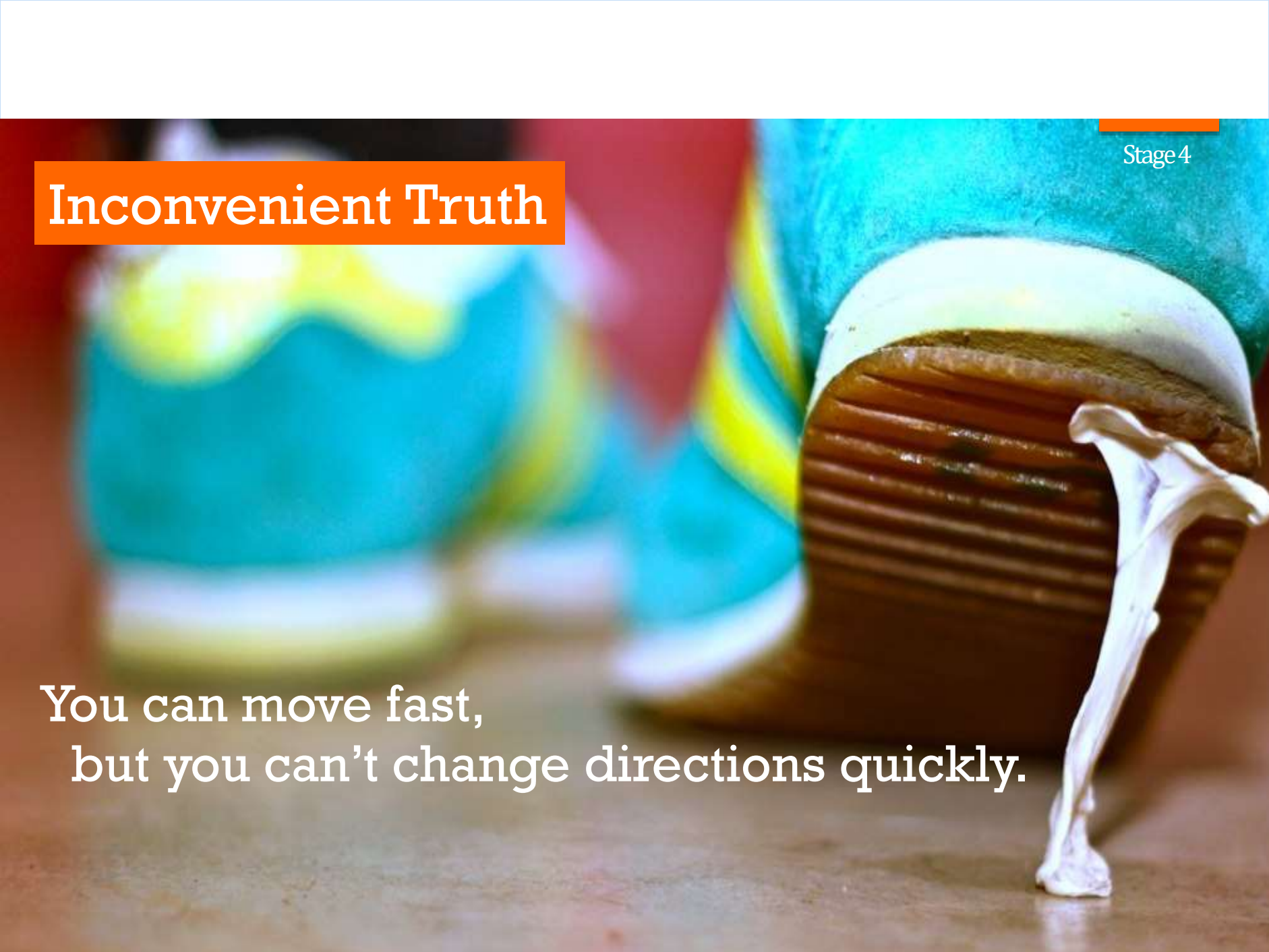
Strengths

Stage 4

- 
- 01 You're a well-oiled machine
 - 02 You have leverage
 - 03 Money and profit become secondary to your mission

Inconvenient Truth

You can move fast,
but you can't change directions quickly.



The Way Ahead

01 Scale intelligently

02 Make your key players obsolete

03 Develop a BSO warning indicator



A close-up photograph of several light-colored wooden Jenga blocks stacked in a tower. The word 'Jenga' is embossed on the side of one of the blocks. The blocks are slightly offset, creating a sense of depth and balance.

Catalytic Moment

Stage 4

You introduce a new brand
or business dynamic
and start the cycle all over
again.

The Way Ahead

Wherever You Are, It's OK

The Way Ahead

**We think if we just make it
to the next stage, all our
problems will go away.**

**We forget that even though the grass may be greener on the other side, it
still needs to be mowed.**

Your task as an entrepreneur trying to grow your business is to assess the resources you have **NOW**, and productively use them to **solve** the challenges of the day.

If you run out
of problems to
solve, you're
either out of
business or
asleep at the
wheel.



“A journey of a thousand
miles begins beneath your
feet.”

-Lao Tzu

THANK YOU FOR YOUR ATTENTION.....



YOU HAVE BEEN GREAT.....