



SUPER STAR MEMBERSHIP

MILLION DOLLAR **SUPER STAR** Part 1 SUCCESS LIST

Five critical issues that strongly affect business success

Food for thought...

1. **It's about knowing the numbers.** Whether you are inside a small company or creating a business from scratch as an entrepreneur, and whether you are a creative type or not, you must understand the numbers. If you watch Shark Tank, they always say, "Know your numbers!" While you might be able to intuitively understand success, immediate success without course correction is rare. So, your numbers really become part of your roadmap. Because without a roadmap, how do you make changes? How do you make milestone changes? Therefore, measurement—the numbers—against specific goals is critical.
2. **Identify your most difficult challenges and plan/understand how you will bring them to their knees.** My experience as an entrepreneur has been that most challenges cut across industry. For example, capitalization, or rather undercapitalization, is a potential roadblock regardless of industry. Resource huddles just come with growing a business. So does finding the right people, getting over fears, staying determined and motivated. When you identify those challenges, you can solve them. List your challenges by priority and find solutions.
3. **Understanding the company culture that you want to create is something that requires thought.** No one business culture is necessarily better than another yet having one culture for your organization and getting your people to work within that culture is critical to success. I wrote my thesis on organizational culture. I learned how very important it is to know what kind of

environment I as the owner or creator want to “live in” and what experience I want my employees and customers to “live in”. This will be the premise of your mission statement. Like Biz Star Power. “The power of success is in your hands.” A culture of providing power and guidance to all who interact with us. What is the goal for your culture?

As a note, if you have been in the business world for a long time, I bet once or twice you’ve been in an organization where somehow the “fit” just wasn’t there. It has happened to me and if you are an entrepreneur, you need to understand that not everyone fits your culture and that this could significantly influence your mission. The lesson to learn is that despite all the planning, we do and all the strategy development we work on, everyone in the organization needs to be in alignment with a common culture.

4. **Some people are a good fit and some are not.** As you become successful you can’t go it alone, make good decision when hiring do not get desperate for help. Sometimes the wrong person can become a poison moving through your business. Don’t wait too long for those who are not. Not everyone makes it in every organization. There are two types of “don’t make it.” The first relates to skills. It becomes apparent quickly when someone is a bad fit because and do not have the skills for the job nor the temperament to perform inside the organization. In these cases, make a decision to terminate quickly because if it is not working, the odds are poor that it will work in the future potentially affecting your team, culture and bottom line. The second is a bad fit and that ties to what I said previously about organizational culture. As hard as people try, some are uncomfortable in certain corporate cultures. While it takes longer to identify and recognize, this issue will never go away. If they are, bad fit and cannot adjust and become part of the team, time will very likely not going to change this. Once you have decided on a culture you desire hire those who best fit that culture.

5. **Lifelong learning is mandatory today.** Let’s not kid ourselves. It gets more difficult every day to keep up with technology and the changes it brings in our society let alone competition. Lifelong learning is critical to success changes happen every day in the business world. Staying on top of that is critical. Don’t be afraid to learn new things in new areas. I NEVER thought I would learn WordPress, create a website, learn all the technical pieces but I needed in

order to build and be in charge and build my business. Today everything moves at a faster and faster pace.” Make learning every day something new as a part of your plan. Make a list of your skills and a list of skills you will need and then learn, learn, learn.

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