



The Business Experts Bureau Great Business Idea - Tuesday 15th Feb 2011

To say the economy at the moment is challenging is somewhat of an understatement. I think we've hit some tough times; the global financial crisis is like nothing we've seen in our lifetime, it's definitely been a tough environment out there for businesses. But this is a reoccurring cycle, it happens every so many years. But we don't know when the market will improve, so that means we've got to look at it in a new light, we can't just accept that things will change and it will be better tomorrow.

When we talk to clients, we don't want to give false hope, we don't want to say "Things will be better tomorrow". It's about accepting that this could be the new norm, this could be what business will be like for the next one, two, three, five, 10 years. Whilst things could improve, and are most likely going to improve, if we tackle them today as if this is what it's going to be like, then we bring a different mind-set when we go into business. We no longer feel negative that the results we achieve today are not as good as the results we achieved in the past. We can actually look at each day and say "Well, today's a new day and we're going to start afresh. So, what can we achieve today? How much better can today be than yesterday?"

If we set targets based on our knowledge of today's environment, then we are more likely to achieve them. It's a far, far more accurate and more motivating way to assess the performance of your business.

Accept that today is the new norm, start each day with a fresh challenge, and set new budgets and targets; be motivated and push yourself forward.

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