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## The Business Experts Bureau Great Business Idea - Tuesday 4 May 2010

**Subject: Having the right attitude to do well in business.**

A business plan is a guide showing the business owner the best route to follow for success. This covers two aspects, practical experience and the use of proven business models. The DaltonPlan<sup>®</sup> is based on this and has been developed from years of experience from New Zealand business owners along with lots of research performed by Harvard Business School experts who have gone to a lot of trouble to piece this road map together so that business owners don't keep making the same mistakes but conversely, make good business decisions that result in success.

I've used these business models in my own businesses so I know how powerful they can be. The three pivotal business plan elements are **Attitude** – Application – Vision. Looking now at attitude.

To survive and do well in business you really have to have the right **attitude**. This gives you the energy every day to drive the business forward. Once you have developed the right attitude you can then start to expand your business. Develop your personal goals, and these will follow through to your business goals which are the driving force behind your entire business venture.

However, you must think of the business as being a separate financial entity to yourself. When it makes a profit you can decide how you will allocate that by reinvesting in the business or by taking a well earned holiday. Don't drain the business of its profits or you will not have available funds if there is an unexpected downturn in demand.

To maintain the right attitude, you need to refresh to motivate yourself. You can do this through ongoing learning by developing your business plan, attending interesting seminars, read relevant books, learn how best to use web sites to attract customers, set up a business FaceBook page etc. this will enhance your business performance.

A slight change in attitude can deliver a significant business transformation. I've had clients who weren't that confident when it came to selling their products and services because they had no price benchmark to work from. They didn't really know what they were worth until I educated them to our profitability benchmarks for their industry and how they needed to obtain these benchmarks or their business probably wouldn't survive 12 months. They then became far more confident in selling their products and services, even at higher prices; and because they had the right, positive attitude and they believed that what they were offering was good value, they were able to grow their business way beyond their initial projections.

**Dean Dalton**

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