

TIP OF THE MONTH - GOING FOR GOLD?



If you are in business, a topical question might be “What can Olympic performances teach us about business performance?”

The first trait most successful athletes have is a passion for what they are doing. If you enjoy it, you will go a lot further than if you do not! This applies to everyone in your business.

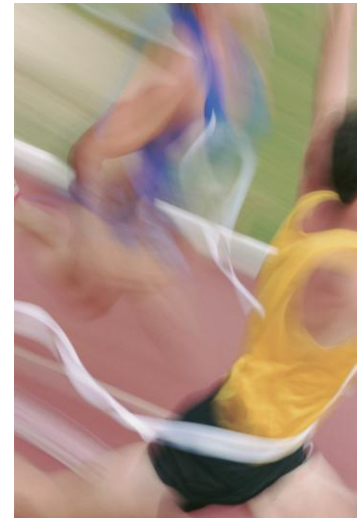
Owners and employees alike should enjoy coming to work! It's so obvious really but enjoyment and passion breed success.

The second key trait is having clear goals about what you are trying to achieve. There is an old sailing expression: “A sailor without a destination can never get a favourable wind”.

Just as important as having goals is the sharing of those goals with everyone associated with helping you to achieve them. Olympic athletes surround themselves with talent to help push them towards their maximum performance level. An Olympic business should do the same! This could be achieved by ensuring everyone is fully up to date on the latest industry ideas, technology, marketing etc. Regular training can ensure your people have the talent necessary to succeed.

So, if you want Olympic business performance:

1. Make your firm a fun place to work.
2. Share your goals with all employees
3. Surround yourself with talented people.



If you would like to talk to us about setting targets and goals, please contact us and we would be delighted to help.