

BOLD AND BRAVE

How investing in your company will turn profits.

By Jay Perry

It is easy to become complacent in good times. Couched in comfort, profits and ease, I am always impressed by those that continue to look for ways to do better their businesses.

It would be easy to coast when you have business lined up out the door and no sign of it abating. The clients I am working with understand the concept of constant forward movement through continuous

A different client's business is growing quickly because they are doing great work and are being noticed for it. Their business has doubled in sales within the last year, which means more staff, stretching those that are on board already and helping them by providing professional assistance in their personal growth as leaders. This type of growth is not cheap, but it is necessary.

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improvement. You should, too. If you are not investing in your facilities and your people you are going to move backwards. This is because the demands of a business are always the same—do what you are already doing, but better, faster and cheaper than you have done it before. The machine you currently have eventually will break down unless you prepare it for this future transition.

It will take investment in your staff so they can work together more efficiently and effectively. It will take investment in your facility so processes can be improved. One of my clients is making a massive investment in facility improvement, designed to make life better for their people, customers and suppliers by providing a more predictable workflow. Simultaneously this client is investing in their staff through technical training and leadership soft-skills.

Another client is investing six figures in training and development this year alone so their multi-million dollar operation can continue to work smoothly in a collegiate atmosphere. This will provide better retention, cycle times and profit improvements going forward.

These kinds of investments should not be made lightly. The word 'investment' is key because many think of training as a cost alone. Rather, it is always a plan for the future. You have to be bold and brave to make big changes, but investments such as these need careful consideration. The right approach and implementation plan must be assembled prior to launch. This will insure the success of the changes.

I would encourage you to get together with a trusted adviser and create a plan for preparing your company for the future. That plan will include an assessment of current conditions, consideration of trends in your industry and a knowledgeable directive toward filling the gaps that will inevitably reveal themselves. It is the only way you can remain in the driver's seat on the road to the future of your business. **CRM**



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