



Business Pulse Business Booklet 12 Areas of The Business Owner

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12 Areas of The Business Owner

"Psychology for both the Internal and External Customer"

1. **Communication/Training** - Make sure that as owner/director you have created the right communication paths for your internal and external customers. Clear and concise communication at all levels is paramount, as this prevent 'Chinese whispers', misunderstandings etc...keep your staff trained and up to speed with all the issues that will affect their role...are you able to invest in that and see that as a benefit to your business?
2. **Commercial Awareness** - Have you identified the cost savings that your business requires? Have you listened to advice to identify those cost savings? Are you bold enough to make the tough decisions required, in the best interests of your business? Have you identified a business opportunity that others have not seen? Are you prepared to explore that opportunity further?
3. **Achievement Roadmap** - Can you identify a project or idea and see it to its successful conclusion/fruition? Are you willing to involve others in the successful implementation of that project or idea?
4. **Flexibility** - Can you adapt to changes in strategy due to business/commercial and customer demands and/or evolving environments?
5. **Customer Focus** - Can you develop strategies to meet customer long term needs or enhancing customer service delivery, so that your business is a medium to long term venture and not a short term wonder that ends up bust, along with you?
6. **Developing Others** - Are you able/capable mentally to empower your staff to make decisions in the best interests of your business? Can you delegate responsibility to staff with the assurance and knowledge that they will carry out your instructions? Will you be able to empower staff with autonomy?
7. **Teamwork** - Are you able to promote a climate within your business of cooperation and trust others across your teams? Are you confident in yourself and your role within the organisation in delivering successful outcomes in a team environment?
8. **Problem Solving** - Are you able to see the wider ramifications of problem solving for your business? Can you evaluate a range of solutions across your business before assessing and deciding upon the most appropriate solutions for that problem?
9. **Analytical Thinking** - Can you rationally analyse problems or questions posed to you, without taking it personally or getting emotionally involved? Are you brave enough to delegate to a trusted business partner to provide that rational thinking, if you admit to yourself that that you are unable to make a non-emotional decision.



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10. **Organisation** - Can you organise your business in such a way that you're aware of the major projects your company has undertaken and the relevant customer expectations on quality and delivery timescales?
11. **Relationship Building** - Can you decide with whom you can make a strategic relationship with? What suppliers do you choose and based on what criteria? Can you treat your suppliers in the same way that you wish to be treated, bearing in mind they could be either existing or potential customers? Can you maintain a relationship with a customer, supplier or colleague after a crisis point has occurred?
12. **Leadership** - Can you lead by example? Can you create a vision for your business that motivates your team? Can you challenge practices of staff and alter a perceived status quo of doing a job/role of that member of staff? Can you change strategic direction of your business, if that is what is called for?

“Business Pulse has the attributes experience and focus to help you realise your full business potential”