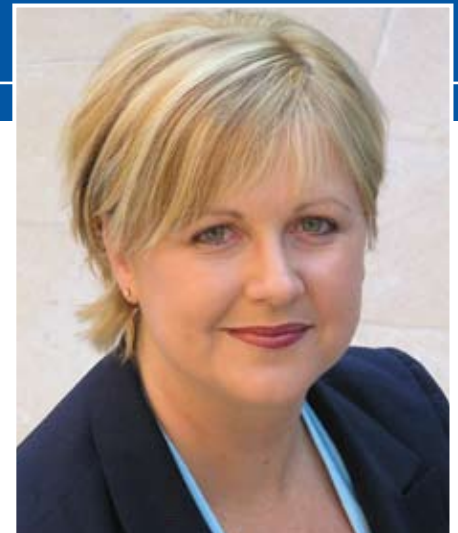


# SUCCESS WAITS *for* *no franchisee!*



Tania Allen, Founder, Vision Alliance

I hear it every day from clients, associates and peers ... "How can I get to where I want to be faster?" As we are nearing the second quarter of the financial year, it's a good idea to reflect on some of the key areas of business that you can focus more of your time and energy towards. After that, you will start to realise the potential in your business faster and the results you are looking for, a lot sooner than you thought was possible.

This is an important point to note: if you focus and commit to improving each area of your business just 1% every day, then you will have an astounding improvement of 365% over the course of the year! Too many of us expect change to happen overnight. Well there's no quick fix in my mind. It takes continuous and consistent improvement to create higher levels of success.

### **Vision, Focus, Action**

Even if you haven't been to Universal Studios in America you can still imagine the famous cry that's heard just before shooting a scene in a movie: "Lights, Camera, Action!" The lights come first to make sure the scene is set and all is right. This preparation process can be a time consuming element before the movie has even begun, not to mention usually one of the most expensive aspects in preparing the movie set.

Business works the same way. We refer to this preparation stage as the planning stage. Setting the vision, setting a clear direction to where we want to go. Developing a clear vision is the direction and purpose for the entire business. If you haven't got a clear vision, if you are unclear of the direction you are taking your business, or if you have never sat down and taken the time to create a clear vision for your business and your life, then may I encourage you to take some time to create a clear direction for where you want

to go over the next 12 months. This is the first step in creating a solid foundation for your future success. It is the core centre that provides the direction and purpose for the entire business.

**"A vision without a plan is just a dream.**

**A plan without a vision is just drudgery.**

**A vision with a plan can change the world."** *Old Proverb*

Next comes Focus. In business you will have a hundred things going on at once. It can be overwhelming at times, but if you know where to focus, those feelings can be easily reduced or even eliminated. Before any action is taken it's important you know where to focus, or in the movies, where to point the lens. So if Vision means keeping the bigger picture in mind at all times, Focus is all about keeping an eye on the big picture and seeing which actions need to be taken that are critical to your success.

Action is all about knowing what steps need to be taken to get closer to your Vision. What steps do you need to take to get you closer to where you want to be?

To help keep the bigger picture always in mind, I recommend you keep your focus on a few areas of your business.

**The Gap Analysis** – if you don't know where you are, how are you ever going to know what actions need to be taken in order to get to where you want to be? In short, a gap analysis simply charts where you are today compared with where you want to be in the future. This can be documented in many ways. The most important point to make is to just get started. Identify where you are today, and where you want to be and establish what the actual gap it is.

A gap analysis need not just be about

money, but it's usually where most people start and that's okay. Try to consider other areas though; for example, the number of team members; product or service offering in the marketplace; and number of satisfied customers. Other areas could be on a personal level including the number of hours you work, the number of recreation days you take and so on.

To create your own gap analysis, simply choose numbers that represent the goals that are most important to you and your business. List where you are with each of those measurables today, and write down a number for each category that represents where you want to be, let's say in one year's time. The distance between those two sets of numbers is your gap. Now you can start working on closing the gap.

If your numbers are more important right now and you know that if you close the gap with the numbers you will close the gap with many other areas in your business and your life, then may I suggest that you develop a revenue plan.

### **Your Revenue Plan**

Without going into too much detail, your revenue plan is an outline of the formula that will help you close the gap between where you are and where you want to be. Grab a piece of paper and list all the products and services your business provides, then multiply each by the prices you charge, then multiply that by how many units you expect to sell for the specific period (quarter, six month or one year period).

If the results do not match the objectives on your gap analysis then simply make adjustments until they do. This may mean increasing your prices, increasing the number of times a customer buys from you, or it

## *“Developing a clear vision is the direction and purpose for the entire business.”*

may mean increasing the average amount a customer spends with you at any one time. It's a simple road map for reaching your targets, so if you haven't yet drafted an outline of a revenue plan, get started today and see the difference it makes in such a short period of time.

When working with franchisees, it amazes me how many do not follow an actual sales process in order to make things happen. Your sales process includes choosing the most appropriate channels for getting your message directly to your ideal customers, choosing the right marketing strategies and so on. I see this especially in retail, when usually the business owner relies on the most obvious channel - foot traffic. They hope for the best that the customer chooses them today. It's like playing a game of chance. You have an equal chance that you won't win, in this case an equal chance of not winning the customer. This is quite a detailed area to focus on, so for the purpose of this article, start to think of all the appropriate channels for getting your message out there and driving more customers to your place of business.

### ***Make change to create the business you want***

We work with business owners in all industries, helping them organise their business. So many are just focused on driving sales that they fall down on the other areas. If you can start focusing on all core areas, you will be amazed at the results you bring into your business and your life.

We take business owners through four key areas when making change and closing the gap to where they want to be. As much as each key is broken down into lots of categories, there are four key areas you can master to be well on your way to closing the gap.



Take some time to look at your business and determine the gaps in each core area. Once you know where you are, it's a lot easier to put a plan of action together to help you get to where you want to be.

To give you some insight into each core area, here are some brief points for each core area, to give you a helping hand in making change today and producing the results you want tomorrow.

**Leadership** drives every aspect of our vision wheel/business model. Every movie needs a proactive director leading the way, and the same goes for business. Without a leader to maintain vision and focus, there will be no deliberate action taken by the company, the team or the individual. Think about your leadership qualities and, if necessary, make changes to drive your ship to where you want it to go.

**Vision** - again this is the core centre that provides the direction and purpose for the entire business. Without this, you simply won't achieve even close to the success you believe you can have or want.

**Marketing** - without it you won't have a business, yet so many business owners don't like to spend a lot of time in this area.

Marketing does not mean advertising. It encompasses many areas of the client acquisition and client fulfillment process from identifying and understanding your ideal customer to creating a systematic approach to generating leads, converting those leads and delivering on the promises you made to those customers in the process. What areas could be improved today to make a positive impact in your business?

**Money** - I am a big believer that if you can establish, track and maintain predictable cash flow, you are well on your way to building a successful business. This key area focuses on the financial side of your business. Controlling the movement of money within the business and its financial value.

**Management** - this is a very important key area of business that so many business owners want to manage but are not sure how to or just haven't set aside enough time to focus on. This area enables you to focus on the way in which you manage your systems, processes and people. This core area is vital to building long term success for all. Take some time to think about how well you are managing your people, processes and systems, and make change today if you need to.

The key to business success is first knowing where you are and where you want to be. Over the next week or so, take at least an hour or two thinking about these core areas and ways in which you can improve your current situation. You will be surprised at the results.❖

**Tania Allen is the founder of Vision Alliance ([www.vision-alliance.com](http://www.vision-alliance.com)), which specialises in helping franchisees and franchisors get more out of their business. You can also visit [www.franchisetips.com.au](http://www.franchisetips.com.au) and [www.taniaallen.com.au](http://www.taniaallen.com.au) for more information and support.**