

25 WAYS TO BETTER YOUR BUSINESS

**EASY AND PRACTICAL STEPS FOR
BUSINESS GROWTH**

LEVI ROBINSON

Over many years of studying and observing business and people in business, growing and learning in everything, I have gathered the easiest and most practical way to better your business, these steps are so simple be usually overlooked, most people in business will be practising hopefully some of the 25 steps but with knowing all and implementing them is a gateway to greatness for you and your business. Be sure to save these and look back on them often. To best prepare you business for great success share this with your managers, staff and employees.

1. Remember that leadership isn't about your position. It's about your influence.

Every person who has been within a workplace, sporting team and even a school yard knows the impact of influence that comes with the rolls of leadership. Either the strengths or lack of influence is very easy to observe, with some people it is natural and some it can be developed. Even a employee with much influence can sway a company more than a CEO with no influence, I have many times observed leaders in all types of rolls and all types of positions within companies change even the vision and direction overpowering the ones in the top positions.

From the confident but friendly cleaner voicing his opinion to the director of a company in such a way that it gets the directors brain moving and therefore making directional changes with a company from even such ideas from the office cleaner. So remember that Leadership isn't about position its about influence. You can change much if you lead with influence no matter what you position.

2. Lift people up versus tearing people down.

From the birth till death self esteem is one of the main factors in a happy and fulfilling life. This is why this rule is of up most importance with a business. Being within a position of power you can really hold a persons outlook of something in the palm of your hand. It is vital that a leader in a company brings out the best in people which will always bring out the best in a company. I have seen this many times within companies, a manager or someone in the position of power bring employees down to get targets met or even get them into certain roles. I can say yes, it may work or look like it has worked to get the job done but I can guarantee it does more damage than good. There are many ways to meet targets, climb the ladder etc. tearing people down will always do harm to a company rather than move it forward to greater thing.

Sometimes and most times it is not evident to owners, CEO's and directors. So be careful your employees are not pulling people down to get results because in the end it is not good for your company or environment.

3. Protect your businesses name. An impeccable reputation takes a lifetime to build. And 60 seconds to lose.

When you run a business, your brand becomes a part of you like a new vital organ.



Like your heart is protected by your rib cage. You must ALWAYS protect your brand like you life depends on it, because in reality your businesses life depends on it. What do you need to protect it from? Well, everything that goes against your vision, the reason you started your business. It could be you need to protect your brand from negativity within your workplace to protecting your brand against moves in marketing that goes against your vision.

You should always be checking your business decisions from the small decisions to the large against your vision. If something goes against your vision or the reason you started the business than it could possibly do harm or be fatal to business. Always look to how will my brand be portrayed to ALL in each decision made.

4. Surround yourself with positive, ethical people who are committed to excellence.

In life and in business you see this as an importance, negativity breeds negativity and excellence pays in excellence which in the end makes or brakes business. Business should be what you can contribute to society in which in return you gain success though either money and profit or fulfilment in satisfaction.

So in order to be a business that contributes positively and ethically to society the leaders in the business must BE this. One truest sayings I know is, you become the company you keep. If you want to be positive, ethical and show excellence, you MUST surround yourself with positive, ethical people, in which you will bring to your workplace and it eventually runs down the line to create a business that flourishes with positivity, good ethics and excellence. This will always come back to benefit your business.

5. Take an intelligent risk every 24 hours. No try-No Win and an opportunity not taken is an opportunity missed.

You as a business owner took a risk to get the ball rolling and now has changed your life, closer to the life you wanted. Risk in business is the difference between the business that grows into big empires that you dream of running and the mundane business struggling and just surviving its whole life. Most people look at the great business leaders today and say they have it easy, but most to get where they are started out small and took the risk that other businesses will not. Really it is simple, you have to be in it to win it!



You cannot sit back and hope that things will comfortably fall into your lap. You never will grow to be the business you dream of unless you take the risks you need to take. Usually the greater the risk, the greater the reward.

8. Be willing to fail. It's the price of greatness.

We have all heard the great story of Thomas Edison failing 10,000 times before succeeding. I have a close friend who once taught me a great lesson that I will never forget, He told me about the difference between great success and never gaining any success and it all comes down to baseball. We all are like a batter in the game of baseball, everyone steps up to the plate with to tools necessary for the task. Most people, people you see every day are so scared of missing that they don't even swing the bat. On the other hand you have those destined to great success in business and in life because they swing, miss, swing, miss, swing, home run! My friend said you may miss a few but you will one day hit your home run as long as you keep swinging.

9. Focus less on making money and more on creating value.

This is of up most importance, the only people that 'make' money work in a mint. The rest of us must EARN money and the best way of earning money is to create value and if what you have is of value, whether it be a service or a product in the eyes of a customer or client then you will of course end up earning money. The higher value the higher the reward. Mostly people these days are trying to convince people that what they have that is of little value is of great value, to up-sell, this can only last for a season. You just need to look around at businesses that have lasted through the years, they have created a value to society and therefore reaped what they have sown in the form of success.

10. Run your own race.



Your business is your dream and your passion, it started from you. If you acquired the business in some way then you have a vision for it and a dream. Its a well known fact that when you work on something that you are passionate about then it becomes easier and of course there is a greater chance to succeed in your goals. So running your own race is the gateway to happiness in business and in life.

11. Stay true to your deepest values and best ideals.

Staying on the path of value that you have set and always stand for what is right, we know in life that you reap what you so, you get out what you put in, so stick to your deepest values and best ideals. Its really bringing out a part of you into your business, staying true to what you had in your heart for the business in the beginning.

12. Rather than doing many things at mediocrity do just a few things-but at mastery.

Jack of all trades master of none. This saying is commonly known throughout the world for a great reason, the importance. Masters always have great success and great reputation in business while the Jack of all trades may get by but mostly they are mediocre in growth and being a stand out amongst the crowd. Master your craft, if you are a sole trader or you run multi companies, try not to spread your net wide that has many holes in it but go for the big fish with your large hook.

13. Commit to doing great work-whether anyone notices it or not.

I have pushed my opinion on to you that you get out of your business what you put in, make sure to take this to heart. People don't need to notice the hard work you do, the universe somehow always finds a way to pay and reward the people that put in the hard yards. Always make sure that what ever you put your hand to you exert greatness. Greatness repays in greatness.

14. Have your 1/3/5/10/25 years goals recorded on paper and review them weekly.

Goals the most important thing in the world of success, the late great Earl Nightingale teaches us the secrets of success. What is it? You become what you think about. That's it! How does it work? What is behind this great claim? Goals, beliefs and working towards these goals. Goals+belief+preparedness = definite success.

15. Remember that business is all about relationships and human connections.

I once was in a training session with one of the smartest businessman in my city, he put forward a question to the group 'who is your boss'? A few answers came up as you would expect like the owner, the manager. But after a few guesses he spoke up and pointed out everyone within any company despite the rank the boss is always the client. It pushed my thoughts even further into this topic, who and what is a client, and all the way which ever way you look at the situation, the end client will always be a human. Humans, the strangest aspect to the universe and every business has it as the end client. We as a human race are revolved around relationships and connections without them the human race would not thrive or even exist, so in business if you can harness the mastery of these two things you and your business will not only exist but thrive.

16. Under-promise and then over-deliver.

This is a hard lesson to master as a business you need to sell your product, over-selling your product may win a client but that client will be temporary as once an under-delivered product and service is delivered any client will be quick to move on from you. You must use your skills of relationships and connections with people as discussed earlier to sell your product or service in reality to what you can deliver. I am a strong believer in growing and moving forward as an individual and business, the key is don't promise what you cannot deliver and always exceed expectations.

17. See part of your job as “a developer of people” (whether you work in the boardroom or the mail room).

Developing people will always build a great business, remember that business are made up of the people in the business. Simple, whenever you develop the people you develop the business. Whatever the title, whatever the position, everyone can have a hand in development of the people around them.

18. Wear your heart on your sleeve. When people see you're real, they'll fall in love with you.

How do you as the head of a business relate to your workers and clients, open up show you are human. You are not just a text book or a cheque book. Get to know your workers personally, but maintaining your stance as one in authority is a MUST. In working within a few companies over the years few bosses and managers stood out to me, they knew their place of authority but yet still had a personal connection with the employees.

19. Consider that behind every fear lives your next level of growth (and power).

Fear it holds back the good from being great. Greatness in success comes from overcoming fear, fear is only a mindset of looking into the unknown. Behind the fear is the difference between turning something that you have into something that you could only before dream of. You are not jumping off a building so realistically what do you have to lose.

20. Demand the best from yourself.

Be disciplined in bringing out the best in yourself. Look towards the dream you have, believe it and make sure you always put your best foot forward in all tasks, this is a sure way to success. Demanding the best from yourself must be done daily. I find that before I face each day I look into the mirror and remind myself of this.

21. Remember that the more you go to your limits, the more your limits will expand.

For as long as one lives, one is learning and growing. Push yourself, try new things, expand and take risks. When pushing yourself to new limits there is no such things as total failure. Pushing your limits must be looked at like a win/win situation failure is only temporary as is part of expansion. You can expand your limits two ways, in success and in failure, through both experiences you are moving forward.

22. See everything that happens to you as an opportunity to grow (and therefore, as a precious gift).

Similar to the pushing limits even failure is growth, this is why for a smart human there is only temporary failure, realistically just a bump in the road. Each day and in each task you face, look for the opportunities to grow, they could come through discussions, through research, through observations, anything. There is room to grow in everything and everyone one, and there are opportunities to grow in everything and everyone. Seek them out.

23. Be obsessed with learning and self-development.

You as a business owner or some one in a position of leadership should be the first to harness the power and seek the opportunities to learn, grow yourself to grow your team. You are most probably in the position that you are in because you were willing to learn, be a learner for life, you can never know everything. Also be willing to teach as what you learn can also be of benefit for the people of your business, like said before develop the people will develop the business. Create a culture with your company of learning and grow your people as you grow. This can only be of much benefit to all involved.

24. Remember that success is dangerous because it can kill drive/innovation/passion and going the extra mile. Be successful yet stay hungry.

Stay hungry, never be content, be happy but not content, keep the momentum by setting goals quick once prior goals are reached. Staying stagnant is the closest thing to moving backwards.

25. Excellence always sells.

This expression sells itself.

Thank you for being a part of this book, with using these 25 steps you and your business will be looking into a bright and successful future.

Levi Robinson