

The Non-Planners Business Plan

#7 Who's doing what?

If you're going to make that one big goal your reality, you're going to need help. One of the biggest hindrances of business owners is that we have to do everything ourselves. We tend to be highly capable, energetic and independently-minded. But we can't keep juggling a thousand different things if we're to keep growing. So who's doing what?

1. Which of your existing skills do you want to cultivate further?
2. What new skills do you want to learn?
3. What can you outsource?
4. What processes or procedures do you need to document before you can pass them onto someone else?
5. Who can do what you need doing?
6. What tasks need to be systematised even if you continue to do these yourself?

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– Notes –

It's important to recognise what stage of your business you're at. At different stages, different things will be appropriate and relevant.

When you're in the first year of business, unless you have substantial means, you need to start earning money as soon as possible to channel these funds back into your business – your website, branding, perhaps some copy writing and other marketing.

As your business profits grow, this investment can get bigger. If your business is going through a retraction, it's important to reign in your expenses accordingly. The key is to discern when you need to invest in your business and where to invest.

I have a *'profit first'* approach to business – I want to be drawing a good salary out of my business and then looking at what's left and deciding where and how I'll invest (which may include paying myself a bonus). Keep referring to your number one goal throughout this exercise.