

The Facts About Business Design that Most People Miss

by Andrew Pearson



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POOR BUSINESS design results in YOU doing all the work!

Most business owners and managers like doing the 'practical' work they do. Consequently they seek the latest idea or next opportunity to do what they want to better than they do now. The fact is all that happens is they simply add more and more tasks to their 'to-do list' that, at the end of the day, just aren't going to get done!

What Is Your Approach To Business Design?	
<p>Opportunistic</p> <p>You own a job and your motto is; " Everything will be fine!"</p> <p>"Why ...?"</p> <p>"You know all things will be OK because 'I'm doing it!'"</p>	<p>Strategic</p> <p>You have an end in mind – a vision. You direct the future of your business, and create the right conditions for work.</p> <p>You also recruit bright people to do the technical work for you.</p>

Typically most businesses are run by 'DO-IT-YOURSELFERS.' This type of business owner doesn't want to be dependent on other people for revenue and profit; they value their independence. They know things will be OK because *'they are doing it.'*

They take control of a situation because *'they know it's going to be OK'* whatever they do. However, they invariably end up doing the wrong work because they've just created another job for themselves to do!!

Is this you?

Or are you a business owner that lets the business do the work; in fact the direct opposite of the *D-I-YER?*

Effective business owners tend to direct the future of their companies and create the right structure and conditions for the technical work of the business to be carried out. The time they spend working out where they want to be, and how to organise and manage the way to this goal, is richly rewarded.

And here's something else successful and effective business owners do. They surround themselves with bright and enterprising people that they can work with who will help them do the technical work of the business. The credo of this group is; 'recruit people to do it for you' – and then they make sure they don't leave!

The ultimate issue

The final question to ask yourself is: "Do you run a business to create a job for yourself or to create a business?" because if you're like most – you probably created a job.

If you are growing a business and still doing the work, you are not running a business you are doing the technical work of the business. If your business depends on you and you have no plans of changing that, then you don't own – or run – a business. So you should be thinking of changing.

So what's the point of all this? It's this; don't underestimate the importance of business design. Poor business design results in you doing all of the work within your business.

Read more about strategies to grow your business [click here](#)

Best wishes,

Cesare R. Perum

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