

## ***Fail to plan, plan to fail...in your business.***

Only 3% of the Australian and world population create plans or goals in their businesses and personal lives. That means 3% of Australian business owners know exactly where they are going, what they have to do to get there and what challenges they will face and ultimately overcome as they approach them because they have forecasted them! More importantly, the remaining 97% do not and they are the ones who 'hope' they will do well, 'wish' for better times and 'dream' of deserved wealth.

Do you know what your sales will be in the next 12 months? If you sell products or even time do you know what your Gross Profit will be? What about your Net Profit? Have you ever thought about tracking your expenses? If you have not forecasted these crucial elements of good business practice are you in the majority who wait until the end of the year to learn this? If you are then you need to have a serious look at the health of your business. Sure it may look in reasonable shape now, but...

Any business owner without a plan, and I'm talking about anything from a basic 3-6-9-12 month goal that incorporates daily managerial objectives right through to a detailed business or marketing plan or even an independent and objective diagnostic report is going out of business. Seriously! It doesn't work any other way. Failing to plan is planning to fail.