

Mind map by Steve Rothwell

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Peace of Mind

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Marcus Alexander

from Guildford Means Business, March 2008

Mixed Messages summary

Article by Marcus Alexander

A summary of the article

NEW POLL SHOWS THAT BUSINESSES ARE LESS CONFIDENT FOR 2008 AND THAT THE BUSINESS VOTE IS UP FOR GRABS

Read more .....

**confidence plus**

**Is business confidence in 2008 down to attitude?**

Mixed messages from business for 2008 outlook

British Chambers of Commerce  
NEW POLL SHOWS THAT BUSINESSES ARE LESS CONFIDENT FOR 2008 AND THAT THE BUSINESS VOTE IS UP FOR GRABS

"75% of all business felt that the UK economy will fare worse in 2008 ..."  
85% of businesses in the UK are optimistic about the ... recession and expect to grow.."

Bowmark Entrepreneur's Index

DTI Report on SMEs

Obstacles to growth

1. Competition
2. The economy
3. Employee capability and competence levels
4. Bureaucracy and regulations

Choose your attitude

Successful businesses ....

- are proactive
- understand what they cannot change
- focus their energies into what they can change

Focus on the "micro factors"

Quick tips to achieve focus

1. **Identify and understand your real competition**
  - SWOT analysis
  - What upsets your customers?
  - Is this the same for the competition?
  - What is your USP and how are you promoting it?
2. **Understand your own company's economy**
  - Financial health check - can your money work better for you?
  - Review your fixed costs and utilities
  - Work to budgets and forecasts - can they be tweaked?
3. **Train yourself and your team**
  - Are training grants available?
  - Ask your team what they need to help them improve
  - Ask yourself the same question
4. **Seek advice about business matters and regulation**
  - Contacts
  - Internet
  - Business Link
  - Use all resources
  - Mitigate any risk
  - Identify key regulations that impact you
  - network
  - Build a strong support team