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Article:

Rosy Business – 5 Top Secrets To A Successful Business

By Dr. Mark D. Yates, The International Business Expert

Contact The Author At E: drmarkdyates@aol.com or W: www.fbiconsultancy.com



Much has been written about the attainment of a 'rosy status' for businesses, however many business-related personnel have never heard the business management consultants phrase of rosy business. In its basic format, this phrase is consultancy jargon for a newly developed business, or one which has been trading for typically less than 3 years. A business which has survived the very high percentage of failed businesses rate as having attained some level of business growth.

Typically, in relation to business development, business consultancy firms and many an individual business consultant suggest that a rosy business generally finds itself positioned very firmly at the financial tipping point. Most businesses blocked at the tipping point generally seek outsourced consultancy expertise to drive their business into exponential business growth.

Historically most businesses strive for rapid growth in sales and profitability and therefore continuously look for business development and growth opportunities. With the availability of resources such as the Internet, the world has literally shrunk into a global village and businesses have a tremendous potential to market their products to the entire world. However, in order to succeed, every business organisation needs to ensure that business performance parameters, which reflect the overall condition of the business, are healthy, or rosy in other words. Rosy business – top 5 secrets to a successful business outlines this concept.

Many small and medium business enterprises today have an opportunity of working with large global business corporations which select their suppliers and business partners based on various business parameters which reflect the true picture of the business. Being a rosy business is all about maintaining healthy business parameters like financials, employee satisfaction, quality certifications and quality performance, commitment to protection of environment, safety etc. It is necessary that the business organisation is capable of demonstrating its commitments and efforts on all these fronts to its client organisations. Only those businesses that demonstrate their ability and commitment to maintaining healthy business parameters and continuous improvements in all business areas will succeed in growing their businesses.

A large number of business organisations engage the services of business management consultants for strategic business consultancy improvement initiatives and also get their management teams to go through different business training courses to ensure their teams remain well updated. Business consultancy firms provide vital inputs to business organisations in many different areas, such as product and process quality improvement plans, lean manufacturing, lean supply chains and other important business functions.

Many business consultancy firms place increased emphasis on continuous improvements and process reengineering which has helped many small and large business corporations improve their business parameters to the levels comparable with those of the top world-class corporations.

Rosy Business – Top 5 Secrets To A Successful Business #1: Business Vision

Most business consultancy firms and business management consultants suggest that without a business vision it is unlikely that the business would have achieved rosy status in the first place. Irrespective of the prior business vision, it is wise to understand that if you have contracted an outsourced business consultant because

you find your business is blocked at the financial tipping point, then you need proven business development and successful business management skills. One of the first things a proven growth consultancy specialist will outline is that the original thinking which got your business to where it is today is unlikely to be the same thinking to grow your business beyond the financial tipping point. One aspect to be considered for your senior staff is the provision of business training courses.

Rosy Business – Top 5 Secrets To A Successful Business #2: Business Growth

Any aspect of business development and business growth is a major undertaking and one which should only be implemented after serious research and consultancy advice from one of the proven business consultancy firms. Not every business consultant is skilled in achieving business growth and the successful business management skills required to manage that growth. Many professional business management consultants advocate that every member of the business team attend business training courses directly related to the business growth strategies planned for the business.

Rosy Business – Top 5 Secrets To A Successful Business #3: Business Development

The provision of business training courses and the participation of every employee in the business, grants a bottom-up, top-down insight into the business's new growth vision. Business consultancy firms and business management consultants understand the difficulties of business development and the subsequent issues involved in successful business management. Every business consultant providing business development consultancy knows that one of the most difficult aspects of taking a rosy business into a truly successful business is the change factor. Many directors and employees find change very difficult to cope with. This is widely accepted in business consultancy firms, as taking people out of their comfort zone is always problematic.

Rosy Business – Top 5 Secrets To A Successful Business #4: Business Training Courses

Many business owners wince when business consultancy firms or business management consultants recommend business training courses. A number of small to medium business managing directors feel there is no need for business training courses, because they have personally never attended any business-related training programmes themselves. This is often a huge barrier to business development and company growth for a business consultant who likely knows that approximately 97% of all small to medium size business

managing directors have received no business training or no academic business management training. Many of these MD's feel threatened by the fact that their workforce may become more qualified than them. Consultancy may map out your strategic business growth plan, but without providing professional industry specific business training courses they may be unable to provide ongoing successful business management.

Rosy Business – Top 5 Secrets To A Successful Business #5: Successful Business Management

It's a fact that it's no use outsourcing the best business consultancy firms or contracting the finest business management consultants who deliver the most professional business training courses to kickstart your business development if your business does not retain a proven business consultant to implement successful business management strategies to ensure long-term sustainable business growth. Although consultancy is a great help in achieving business growth beyond the financial tipping point, it is no substitute for having a proven expert nurturing your successful business management. Think of building the world's greatest ever cruise liner, investing millions of pounds in research, planning construction, fitting out and staffing the liner. Then stocking up on food and drink required for high fee-paying customers, and then sourcing these customers. And finally, after years of hard work and millions and millions of pounds, the harbour master pilots the ship out of the harbour and then hands over control to a captain who has never sailed a ship before. It's clearly a plan that is pre-programmed for failure; in fact, it's almost one of Titanic proportions.

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Dr. Mark D. Yates is the CEO of FBI consultancy Ltd, which provides a professionally managed business growth service for global business owners, investors, entrepreneurs and C-Level executives. If you need to retain a dynamic managing director, interim director, business troubleshooter, business growth consultant, or his proven LinkedIn consultancy, contact Dr. Mark D. Yates at: Tel: UK 0151 647 1716. E: mark@fbiconsultancy.com W: www.fbiconsultancy.com

Dr. Mark D. Yates

CEO • FBI Consultancy

T • UK 0151 647 1716

C • UK 07736 777 553

E • drmarkdyates@aol.com

W • www.fbiconsultancy.com



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