

Talking Technology

Don't be afraid to start business revolution in 2004

By Steve Burns, Capital News contributor

I would like to take the time to thank all of my readers for your support over the past year.

I have thoroughly enjoyed writing my column and I sincerely appreciate your feedback.

I would encourage you to start 2004 with a business revolution rather than with personal resolutions that are easily broken.

A business revolution is something you may not have made since you had an entrepreneurial seizure a few years ago and decided to start your business.

Is your business everything you meant it to be? Is it giving you all that you wanted?

Are you delighted with the way your life as a business owner is turning out?

If not, perhaps it's time to create your own business revolution.

Here are some ideas that could start a revolution in your business:

Strategic revolution

1. Spend one hour without interruptions challenging yourself as to whether or not you are in the right business. Do you still love what you do? What would it take to change that?
2. Start 2004 by taking one day a month off to spend on whatever you want to—more time with your family, friends, golfing, etc.

Marketing revolution

1. Hire a marketing firm to help you build your business.
2. Launch a marketing campaign that uses a medium that you have never used before.

Customer revolution



1. Dare to only do business with those that you enjoy working with and who value what you do.
2. Ask your best customers an honest question "How do you think that I can radically improve my business?"

Human resource

revolution

1. Ask your team to help you build more fun into each day.
2. Take a training course with your team that is totally out of your comfort zone.

Technology revolution

1. Try to operate your business for two hours without technology.
2. Purchase a technology to use in your business that you have never used before.

Financial revolution

1. Create a radical financial goal for 2004.
2. Sell your business and start a new one.

If you are like most Okanagan entrepreneurs, you decided to move to the valley to start a business that would allow you to enjoy more from your life—increased time with your family and friends, more time to enjoy the outdoors, etc. However, over 85 per cent of entrepreneurs in this valley acknowledge that this just isn't happening.

Why is this? I believe it is because we have succumbed to the status quo.

Why not break out of the status quo in 2004 and start a revolution in your business?

It could be the change that you need to finally allow your business to help you enjoy more from life.

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