

**Work on your business, not only in your business!**



Many entrepreneurs fail to distinguish between working in their business from working on the business! Working in the business means being an employee doing the business of the business – selling, contracts, audits, carpentry, dental services, dispensing drugs, plumbing and so on. This is important work. It is the service the customers need and it creates the cash flow on which the business operates and thrives. Working in the business makes you the most important employee, but not the entrepreneur.

Working in the business takes your focus from business building to business operation. It changes your business from an opportunity to grow and develop a secure future into a job that keeps you busy and earns you an income.

Working on the business is the true work of an entrepreneur! Working on your business involves planning, strategic thinking, understanding the SWOT – Strengths, Weaknesses, Opportunities and Threats for your sector, your market and your business and the position you want to hold in a changing marketplace.

**Understanding the SWOT:**

**Strengths:**

What are the strengths of your industry sector, the position in the market and your strengths within the sector and marketplace?

**Weaknesses:**

What are the weaknesses in your situation - location, people, knowledge, skills, products or services?

**Opportunities:**

More customers, more repeat business, new target markets, new services or products, another location.

**Threats:**

Shifting demographics, new products or services, new distribution channels – Internet, direct sales, locations.

**Strategic Planning is the job of the Entrepreneur!**

Developing strategic plans for all of the elements of the business is the work that only the owner can do in areas such as:

- a **capital investment** plan for new products or services, new locations or expansion
- a **staffing strategy** to expand the level of sales or service delivery
- a **staff development strategy** to ensure the knowledge and skills are in place to do the job of sales and service delivery
- an equipment **acquisition strategy** for new or more equipment
- a **marketing strategy** to acquire new target markets and buying groups

These are only a few of the elements of an entrepreneur working on the business. It is this work that will ensure growth, security and success in a stressful and changing business climate.

**BEITRAINING**® is very experienced in the support of management and personnel development within SMEs. Please contact us. We look forward to supporting you.

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**Quotation of the month:**

“Lift up your gaze and you will see no boundaries.”

*Japanese Proverb*

**BEITRAINING® Client is Entrepreneur of the Year 2008!**

Among the ‘2008 Entrepreneurs of the Year’ selected by Ernst & Young is Walter Hübscher, CEO of Zaunteam AG in Switzerland. For a number of years the Zaunteam franchise system has worked successfully together with **BEITRAINING**® as their licensed training company.



Mr. Hübscher attended management training at **BEITRAINING**®. The jury was convinced of his merit because of his extensive customer service, his high level of innovative thinking and the franchise system of his company.

“I accepted the award as a representative for all those who have helped me on my way, and this includes **BEITRAINING**®,” says Walter Hübscher. In particular, he said that **BEITRAINING**® improved his skills especially in the start-up stage when he was beginning from nothing.



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