

# SPECIAL ACTION REPORT



*A complimentary report  
provided by an  
independent BBG...*

*Business Development  
Specialist*

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# Falling In Love With The Business ...Again

## Situation

Many business people are so damn busy doing the day to day stuff that they have forgotten *why* they went into business in the first place.

Not only that, the constant drudgery, which is their daily companion, has clouded their vision of all the beautiful attributes that a business life provides.

A business is an association and like any association, time out is required every so often to re-establish the relationship.

This Special Action Report and the attached worksheets will give you some meaningful issues to ponder when you do conduct a review of how you feel about your business.

## Where?

The place to perform this re-appraisal is not at work...nor should you do it at home. For both of these are common territories...full of "day to day" events and interruptions.

My very strong suggestion is that you take a few days off and go on a mini vacation to a place where you will have none of the daily interruptions. In fact, you've got twenty four hours in each day to think of nothing else but you and your business.

Where might that destination be? Write down a few possibilities in the spaces provided right now.

\_\_\_\_\_

## When?

Of course, time is going to be an issue, so why not make a commitment to finding two time slots that will suit. In this way, there's an alternative. Don't make it too far into the future because tomorrow never comes, does it. Write down the possible time slots now.

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## What to take?

You alone are the judge of what books and records you need to take in order to consider all matters.

## Falling In Love With The Business ... Again

My suggestion is that *how* you *feel* about your business and the time you spend there is a head, heart and soul matter which doesn't require any books.

For the most part, this review is mainly about you and what you want to do with the rest of your life.

It's also about listening to your partner/s and understanding their position...for there is a very good chance that in the *chaos* of just doing the business, communication has been non-existent.

These few days away are your chance to re-establish communications and ensure that there are common goals.

Of course, one of the keys to this review will be this Special Action Report. May I suggest that you read it in advance of your retreat and consider whether there are any other important issues that should be added to the agenda.

I would also suggest that you take a Spirax A4 notebook (no 595) so as to record all issues. This is a bound notebook because you want to keep all issues as raised. Scraps of paper have habit of getting lost etc.

In this notebook you will record the issues as they come up and also the action steps you will need to implement in order to make an improvement.

When you study the worksheet, you will note that it asks a number of *different* questions... but the purpose is deliberate. For example, we ask a question, what would you do with the business if you won an all expenses paid trip for a week? Your responses to this question might well throw up clues on how you can run the business differently so as to give you more time off.

## The Outcomes

When you think about it, there are only a few outcomes.

- You can (or can't) generate any more enthusiasm for the job functions you perform at your business
- The business can (or can't) be improved so as to give you more enjoyment as a business owner

The worksheets which follow will tackle these issues.

All the best,



**Fred Steensma**

# Falling In Love With The Business ... Again

Falling In Love With Your Business Again...Issues To Consider

## Worksheets

| QUESTION                                                                                                                                                                                              | ANSWER                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <p>Why did you go into business in the first place?</p> <p>(Record all reasons in as much detail as is possible. Use extra paper if necessary)</p>                                                    | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>If the business has failed to deliver on any of these intentions, which ones and <i>why</i>?</p>                                                                                                   | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>If your lifestyle and outlook on life are different from when you first acquired or started this business, what are the changes and does the present business help or hinder your new outlook?</p> | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |

## Falling In Love With The Business ... Again

| QUESTION                                                                                                                                                                                                                                                                                                                                                                           | ANSWER                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <p>If you are spending more time in the business than you had intended, what are the reasons?</p>                                                                                                                                                                                                                                                                                  | <hr/> <hr/> <hr/> <hr/>                         |
| <p>If you could structure your working hours to suit your lifestyle and outlook on life, what would your week look like?</p>                                                                                                                                                                                                                                                       | <hr/> <hr/> <hr/> <hr/>                         |
| <p>What action steps would be required to be taken in order to begin working the week of your choice (as listed in the previous question)?</p> <p>Consider these issues:-<br/>                     Personnel resources<br/>                     Equipment resources<br/>                     Financial aspects<br/>                     When could the steps be put into place</p> | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>If you won an all expenses paid trip to an exotic destination for a week, but it has to be taken within the next three weeks...how would you rearrange the business so as to go on the trip?</p> <p>Consider <i>who</i> would do <i>what</i></p>                                                                                                                                | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>             |

**Falling In Love With The Business ... Again**

| <b>QUESTION</b>                                                                                                                                                                                                                                                                                        | <b>ANSWER</b>                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <p>Congratulations, you have won a large Sale of The Century prize, an all expenses paid trip for three months through Europe and the Americas.</p> <p>When would be the best three months to take this trip and how will you re-organise the business to cope with your absence for three months?</p> | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>At some point in time you are going to want to exit from the business, when is this likely to be and what would be the best possible way of doing this from your perspective?</p>                                                                                                                   | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>And what would you do then?<br/>(Fill this in with as much clarity as you can...where are you, what are you doing, how long does this take, how many hours and days do you work etc etc?)</p>                                                                                                       | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |

**Falling In Love With The Business ... Again**

**The Good Points About The Business**

| <b>The Good Points</b>                                        | <b>Making The Good Points Even Better</b>                                    |
|---------------------------------------------------------------|------------------------------------------------------------------------------|
| (List here all of the good points about the present business) | (Record any actions that could be taken to make the good points even better) |
| _____                                                         | _____                                                                        |
| _____                                                         | _____                                                                        |
| _____                                                         | _____                                                                        |
| _____                                                         | _____                                                                        |
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| _____                                                         | _____                                                                        |
| _____                                                         | _____                                                                        |

**The Bad Points About The Business**

| <b>The Bad Points</b>                                        | <b>Eliminating (or reducing the impact of) the bad points</b>                  |
|--------------------------------------------------------------|--------------------------------------------------------------------------------|
| (List here all of the bad points about the present business) | (Record any actions that could be taken to eliminate or reduce the bad points) |
| _____                                                        | _____                                                                          |
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| _____                                                        | _____                                                                          |

**Falling In Love With The Business ... Again**

**Your Job Functions**

| <b>Job Functions That You Like</b>                             | <b>Making The Job More Enjoyable</b>                                                    |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| (List here all of the job functions that you enjoy performing) | (Record any actions that could be taken to make the job more enjoyable and stimulating) |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |
| _____                                                          | _____                                                                                   |

| <b>Job Functions That You Dislike</b>                            | <b>Making The Job More Enjoyable</b>                                                    |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| (List here all of the job functions that you dislike performing) | (Record any actions that could be taken to make the job more enjoyable and stimulating) |
| _____                                                            | _____                                                                                   |
| _____                                                            | _____                                                                                   |
| _____                                                            | _____                                                                                   |
| _____                                                            | _____                                                                                   |
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