



Be as good at business
as you are at your trade



Don't focus on your goals, focus on your habits

I'm sure like the Trade and Builders I work with, you are much the same, at some point in December you completed a debrief of your business with your key team members, you looked at what worked and what didn't work for the 12 months of 2022. Did you meet your objectives for the year, did you meet or over achieve the forecast for the year.

You would have sat down with each key team member and spoke about their area of the business and how they performed, giving them some opportunity to talk through the results of 2022 and talk about the goals for 2023, every year in business we get better with the planning for the following year, we learn from the previous year and we can measure better as we have the previous year's performance to measure month vs month, for example on the 2nd week of February, you would sit down away from any distractions, yeah yeah, "As much as you can" and review January 2023 compared to January 2022 and discuss this with your team

Obviously to get to the above you would have created some very clear GOALS, for 2023, across the entire business, Financials, Marketing, Team, Delivery, and so on, I am sure the goals would have been a lot bigger and stretched than 2022 for most of us.

Now I know you had the best intentions to meet those goals, the year before and the year before that and so on, and some of you, "**maybe not you**", some of your mates, did not get their goal, I understand, it was the government's fault, that team members left you, the trailer got flogged, that client ripped you, you couldn't get what

you needed from the supplier, oh no the supplier increase, Do you think this might of happened to anyone else, of course it has, how did they get a better result.....

They changed their habits, you see, setting a goal is one thing, a lot of business owners get stuck in their goal and think some magic is going to happen.....nope. for those of you that are keen to improve your Trades or Building business, you MUST, change and or improve your Habits, avg and poor habits lead to avg and poor outcomes, stricter and clearer habits lead to a better outcome.

Summary: think about the habits you had in 2022 and what outcomes you got, then do yourself a favor, have a meeting with yourself, What New Habits MUST you create and adapt for 2023.

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“Our Mission is for you to be as good at business as you are at you Trade”