

## *Financial training For non financial staff*



*The financial training specialists*

### **What are you working on? (planning)**

My business guru ([Sharon Gaskin](#)) keeps emphasising the need to work on our business as well as in it. Sharon works mostly with self-employed trainers, helping them develop their businesses.

What she means is that as well as doing client work we need also need to spend time developing the business. This obviously includes sales & marketing, but also includes research; self-development; strategy & planning; policies; communication; etc.

If we don't do all this we end up finishing the client work and discovering – too late – that there is no further work to replace it.

Or we work our socks off for years only to discover that the place we've ended up isn't the place we planned to get to, nor is it the place we want to be now that we've got there!

But this doesn't only apply to micro businesses. I was working with some [solicitors](#) last week, and one of the equity partners realised she needed to spend time working on the business. She's starting by reviewing all her team's unbilled WIP, and by helping her team realise the importance of billing promptly.

So how much time should we spend working on the business?

Whether you're the owner, director or manager I would recommend a habit of at least an hour a day ensuring your team or business is making sufficient progress in the right direction.

[Chet Holmes](#) (in his brilliant chapter on time management) recommends twice that...

But neglect it entirely only at your peril!