

Financial training For non financial staff



The financial training specialists

Where are we going (Budgeting, Profit)

A friend has just got a new job, and shared his tips: "Have a plan, be flexible, spread your bets, be proactive, and believe in yourself."

These reflections also apply to our businesses, whether we're large or small; just returning to work after lockdown or have been busy throughout.

"Have a plan, but be flexible." Like many managers, I ditched my 2020 plan in March when it became irrelevant. But I've kept my goals in focus and have worked out different ways of achieving them. We have to be clear about where we're heading (even in times of crisis), else we'll end up in the wrong place.

"Spread your bets." A friend has a coffee shop. Is she in the business of running a café, or supplying customers with coffee? Covid has taught us to look more widely and creatively at what we're in business for.

"Be proactive." But we spend much of every day dealing reactively with that day's crises and issues. We have to ensure that we keep our long term goals in focus. Every day I think "What have I done today that moves my business forwards, and what has just been dealing with today's tasks?"

"Believe in yourself (and your team)." It's so important to do this, but to also be realistic about our shortcomings, and plug those gaps.

But I think the most important thread is being clear about our goals. If we don't know the destination of the journey, we probably won't get there!