

# One-on-One Coaching

 [garyfurrconsulting.com/one-one-coaching/](http://garyfurrconsulting.com/one-one-coaching/)



## **Seven Common Mistakes Business Owners Make – Are your problem areas in the list? If so we can help!**

Gary Furr’s experience in business and as a business coach, can help you correct or even avoid the eight mistakes that business owners make over and over again. See if you’ve made any of them in your business.

### **Read or Click to Listen**

[1. “8 Common Mistakes Businesses Make”](#)

### **1. Lack of Basic Business Skills**

You may have started your business based on the technical skills that you acquired through working at other businesses, but you may not have acquired the skills and tools necessary to be successful in business. For instance, in business you need to know the language of business, which is accounting. You also need to understand sales and marketing and human resources, particularly how to manage people as well as how to hire, onboard, and train other individuals, because as your business grows, you can’t do it all by yourself. You have to leverage your time and energy, and you do that by hiring people who have the skill sets that you may not possess.

### **2. Lack of Clear Direction**

If you aren’t able to achieve the kind of results that you desire in your business, the problem could be that you haven’t been clear on exactly what you want to achieve. No different than Alice in Wonderland. If you don’t know where you want to go, you’re not going to get there or you’re not going to recognize it when you do. Clear direction is paramount. What do you want to achieve? Where do you want to go in your business? What do you want your business and personal life to look like five years from now? If you’re not asking these questions, then you are most likely not going to create the future you want.

### **3. Lack of Communication**

The lack of clear communication is creates chaos within business, especially if you have employees. You may know

where the business is going, but have you communicated that clearly to your management staff and employees? It's not enough for you to know where you want to go. You have to get everybody on the same page, headed in the same direction, in order to achieve the success, you desire. That doesn't happen without clear communication.

#### **4. No Action Plan**

You could be blocking your path to success by not having a plan on how you're going to bridge the gap between your current state and your desired future. You may know where you want to go and may have effectively communicated it, but now you need to have a plan of action. How do you execute on that direction you have clearly articulated to your staff and employees? How do you break that down into manageable pieces so that the employees that are working for you can understand what and how that applies to them? What are they going to do in their job to move the company closer to its vision and direction? What are their day-to-day activities that are going to help them bridge that gap and help them achieve the kind of results that the organization wants to achieve, and eventually get to that desired future?

#### **5. Lack of Focus**

If you and your business are not achieving the kind of results you want, it is likely because you are distracted by clutter and non-essential work. This usually happens in the absence of clear direction on your destination and the lack of a plan to get you there. Business owners have many distractions since much needs to be done, and they often need to be coached into how to be powerfully focused and how to break things down into manageable pieces to achieve the results they want.

#### **6. Lack of Discipline**

Many business owners are not disciplined to focus on the 20 percent of work that generates the greatest return on your investment of time and energy and money. In order to be disciplined, you have to use your calendar to block off time during the day for intense focus on your priorities for that day or that week. Eliminating the distractions and disregarding all the minutiae that tries to grab your attention takes discipline, and that discipline is required to achieve the results you want to get.

#### **7. Lack of Motivation**

Motivation is like a feedback loop. If you're operating without some of the critical factors we've discussed (clear direction, communication, an action plan, discipline, and focus), then results won't be what you want, and discouragement is almost inevitable. Discouragement then undermines motivation. That lack of motivation further undermines results. It's a vicious cycle, but it's a cycle that can be turned on its head to create positive results. When you use the steps of direction, communication, an action plan, discipline, and focus, your results (and motivation) will turn around.

#### **Make Time to Think and Envision**

How does your business and personal life look to you right now? Where do you want it to be five years from now? Take time to envision your future, and be specific. Write it down, including the specifics, and then read it each day. It's a little like programming your subconscious mind to get the results you want; this is one of the keys to success, and it's in your grasp!

I highly recommend Napoleon Hill's book *Think and Grow Rich*; it highlights the necessity of clear thinking. As a business owner, you have to step back from your business and see it from a broader view. What does it look like? What do you want it to look like? You can create the future that you want. You can create the business that you want, but you have to take the time to see it and think about it. I can help.

## **Change The Future Of Your Business With One-On-One Coaching**

If your business isn't achieving the results you expect, don't wait—do something about it. Get started by calling Gary at 503-312-3145, or by emailing him at [garyfurr@garyfurrconsulting.com](mailto:garyfurr@garyfurrconsulting.com).

[\(Edit\)](#)