

PLANNING FOR A GREAT 2025

There's nothing wrong with a little forward planning. 2025 not far away, making now the perfect time for some clarity and focus for the year ahead. Answer these simple questions to identify your drivers for next year.

1. What was the most important decision you took in your business this year?
2. What was your best quality as a manager this year?
3. What was the most profitable job you did?
4. What was the worst job of the year? What made it the worst?
5. How did you get your best clients?
6. Where did your worst clients / jobs come from?
7. Did you spend any money on attracting your best clients?
8. Do you know which activities or what marketing worked the best / the worst?

Would you build a house without plans?

If you wouldn't build a house without plans then why would you consider building your business without a clear plan for how you want it to be and how to achieve it?

Do you know how to do a simple one-page business plan for a construction business?

The first step in this process is getting clear about what it is you want to create.

In the business planning process, step 1 is establishing the goal – what you'd like your business to be in 3 year's time. This picture includes your team, subbies you use and clients you work with as well as the profit you make!

Step 2 is getting really clear about your own motivation, your drivers, your strengths, your natural abilities and your values, for these are what will empower you and keep you on the pathway to achieving your plan and goals! Are you focussed more on the tools or on running a profitable business?

Step 3 is to identify the customers who will help you succeed; who they are, why they'll use you and ensure you are positioned as their obvious choice via your marketing!

This three-step process is about creating a map for your business and then creating and installing an internal compass and / or having someone to help you stay on track.

The most satisfying thing is that, when you know you're on your chosen business path, you'll find a wonderful sense of happiness in each and every day and tackle each challenge with a sense of enthusiasm you may have forgotten you have!

For assistance with your marketing and business goals, contact Acclaimed Results!