

Does Your Business Own You

When an outsider looks at you and **your business**, if it's reasonably well established, mostly they would simply see the functioning whole and assume that you must be making a packet and everything was wonderful in your life.

While I haven't made a specific study on what I write below, I've spent my life in and out of commercial premises of one sort or another, and have seen various **business management** and control systems.

The **businesses** have ranged from retail stores, offices, power stations, ships, breweries, refineries, engineering plants, cabinet, furniture and fit-out factories, drawing offices, architectural joineries, tyre manufacturers, casting and extrusion plants and so forth and I have obviously seen them function from various perspectives to do with my own work.

Of these only a couple had an air of smooth control and efficiency, with systems in place to keep everything sequenced. Some even had systems called Preventative Maintenance set up, so rather than have a machine break down, ruin products and then require an inconvenient urgent repair that unscheduled everything in the chain, it was advance-scheduled with all personnel and parts ready to smoothly change over. No production was ever lost as planning for things allows for selected times too.

When **businesses** are initially conceived, in truth most are not **launched** with any great master plan to be where they are today. Most are a valiant effort made by the originators by long hours and hard work with maybe a few lucky breaks. So the **business** moves from a first idea of its actual goal, gets a few pieces of equipment in and moves into a micro **business launch** of sorts, where it strains away for some time and might slowly make headway despite the financial strains endured.

During this establishment phase, which is up to the point where ALL the employed can actually take a wage packet each week, the hours will be high, money tight, stress and elation bouncing about

This is the point in the evolution of any **business launch** where the **business owns you**, which I would seriously doubt has ever been initially conceived to quite happen this way.

Of course, in all stages from conception up to **starting and running a business** nobody actually plans to input perhaps 100

hours per week for mere cents per hour, but with monotonous regularity this is the actual truth of **launching a business**, and not being able to allocate this effort to pander to your new **business need** could readily make it less than it might be.

There is no doubt that being an **entrepreneur** has both its costs and rewards and it would be wise to make note that one of these will be extreme, where the other only might be.

Starting a business will demand long hours and much input. The eventual result is hopefully that the rewards will be well worth the effort.

If **starting and running a business** had a beginning and an end, then no doubt we could calculate at what point the rewards would begin to flow, but the truth is that a beginning is a fixed point with basically calculable costs if we give enough attention, but the end?; well, that could be anywhere couldn't it. What exactly is an end anyway?

Theoretically the end is where absolute market saturation exists, but personally I don't believe there is such a place if you have a decent product or service matched to drive.

To me, a **business launch** should be planned around a set of accomplishment benchmarks that depict goal-points you wish to reach by stages. If you can also put desired time constraints then even better perhaps, although dates do have an end point.

By breaking down even your **Income Projection** into benchmarked stages that even encompass allowances for planned maintenance or review of systems, methods or equipment, you will be faced with but a series of modest and achievable steps with clearly marked rest periods, where you take account of that position and recalculate the next from existing current data.

The ultimate value of setting benchmarks is that you can analyse each step in recent history and be able to adjust or extract the weakest links in the chain to ensure your next benchmark will be closer to projections. Focus will do it.

Full attention to such details is the only way to reverse from the position where the **business owns you** into more what you first planned. A decent income with plenty of spare time where it is you **owning a business** to best suit your needs. The only way **to succeed**.

Nathan Howard: An Entrepreneur, manufacturing & systems analyst, consultant and mentor with 30+ years experience starting, running & developing successful businesses. To gain some invaluable insight and structure for your own journey forward, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).