

# Maximum Success through **Attentive Management**

If asked, it is likely that any person reading this would have an entirely different explanation or viewpoint on what it takes to be an **Attentive Manager**, and quite likely different ideas on what **Maximum Success** actually means.

This of course is normal as the truth of the matter is that each of us is an individual and sets our own benchmarks for our **business activities**. Accordingly, levels of **success** or failure in any undertaking remain as simply personal viewpoints.

It is then for individual **entrepreneurs** themselves to each set their own ambitions and benchmarks and indeed to shift them about and along as circumstances or **business performances** change, where if they are content with their own performance or the performance of their **business** then to all intents they have reached their own **maximum success**.

However, if we take a far more critical standpoint where perhaps by comparison one business is performing at a greatly different rate to a similar type and size entity, then we can at that point raise a better statement about their effectiveness accordingly.

To obtain a fair basis for an opinion then it would be an idea to compare your own **business** with the operations of another similar **business** entity.

If you have been present with your **business** since **business launch** and it is performing as you would have it, I can only assume that you are content as things stand. Have you made a comparative evaluation yet? If so, are you content with what you uncovered?

If you find a few **businesses** that perform less well than yours it is an easy bed to slip into by saying yours is better than theirs, but really and exactly how efficient is your **own business**?

It was interesting to do some investigation and discover that in the main a **business** firstly doesn't know quite what all its **business resources** actually are unless they think of their depreciation schedule. But what is more interesting is what is left out totally, where on average most **businesses** don't have a third of their viable productive resources listed anywhere at all through lack of systems to make them accountable. Secondly, the total of **business assets** are only being utilised for, on average, less than 30% of their available potential.

One of the best steps to becoming really **Effective Management** is to list every single item within your business premises as if you were about to move. That means everything.

The next project would be to group these listed items based about their function, purpose or department. If they don't have a place they can join, list them under the word *space*, as that is what they are currently occupying. Deal with them last.

What an **effective manager** would now do is pay some serious attention to one group or sector at a time to see if any item can be sensibly used, improved, better utilized, changed or given any other improvement to enhance their value back to your business through use in the operational sectors.

To delve properly my recommendation is to have a resource-use file opened that will record how, where and on what tasks each resource is used and for what time per working week.

Just by spending a little time on this issue alone should make you very aware that your **business** is carrying under-utilised resources that perhaps could have a product or task developed to use them fully, or perhaps an **effective manager** will now be able to locate internal or external work to specifically occupy each resource far more efficiently. This extra capacity can be sold and yet carries nil cost against it, thus making each potentially very profitable.

To achieve **maximum success** with your **business activities** it is necessary, as an **effective manager**, to keep an eye on the little things that compound when left unattended.

The theoretical value that can be recovered from just the one exercise above could technically provide a doubling of your **business profits** simply by ensuring that every resource within your **business** is either making a profit or is in some other way made accountable, regardless of what a depreciation schedule provides passively.

These are but some of the practicalities of **working a business**, where from **business launch** forward at least monthly your **attentive management** is given to the word accountability; Of personnel, equipment, space, facilities, contact base and past and future customers.

If your staff and managers are allowed to become involved with just this process, a true **Maximum Success** will be uncovered readily. The maximum success that your capacity, resources and infrastructure can accommodate.

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