

Staying effective in a challenging world...

OPEN YOUR EYES THROUGH COACHING!

Whilst cash is the 'lifeblood' of any business, successful businesses need far more than a great product or service, cash, debtor control, good accounting systems and a first class auditor.

SMEs very often have owners and senior managers who spend all their time and energy designing, making, selling and getting the product 'out of the door' and often have little time or energy left to look at and think through the bigger picture. Likewise, executives in larger organisations, PLCs and State organisations like the NHS, operate in high pressure environments with tight targets and rigid 'rules'.

What can be done? **Open your eyes through coaching! These are tough economic times: there is no better time to ensure that your business is in the best possible position to succeed.**

In a series of articles I will look at some of the issues where coaching can help - **Vision & Leadership: Planning & Targets: Managing & Developing people.**

Vision

I have been saddened over the years how many leaders do not lead or have any vision for their enterprise.

Through the ages people have had dreams and visions, a mental picture of where they wanted to be or what they wanted to achieve. In business the trick is to capture that 'dream' and then put it into words. And I don't mean a Mission Statement which all too often is just a collection of clever sounding (empty) words.

To have no vision or strategy is like sailing a boat with no rudder or compass. Every decision the enterprise takes should be judged in the light of the Vision.

Once you have the Vision there are two fundamental tasks, first to know where you are now and second how to get from where you are now to where you want to be.

Leadership

Far too often leadership is confused with management.

Leaders must have the vision and set the direction for the enterprise and be an example to the people. They see the bigger picture and direct resources in pursuit of the vision. They are 'self-starters' and driven, constantly on the look out for opportunities and improvements.

Are leaders born? Possibly, but through coaching everyone can develop and grow.