

SUPERHERO

STRATEGIES

When it comes to running your business, are you faster than a speeding bullet; more powerful than a locomotive; able to reach high profit margins in a single bound? If not, Dale Beaumont has some tips on how to find the superhero within.

IF you want to soar over destruction and mayhem to achieve great heights for your business, then perhaps it's time for you to start using superpowers. Successful people have the ability to utilise their special skills and talent to steer their business in the right direction and away from danger. Here are some superhero powers that you can use to prevent disorder and anarchy within your organisation.

Laser Vision

Remain focused. Once successful people have defined their aims and outcomes, they zero in on them. According to property developers, Gary and Jenny Leather, focus is an important element of their success and a piece of advice they offer to others. "We've also discovered that you need to be very precise about what you want and why you want it," Gary says.

Invisibility

Business success requires effort, dedication and sacrifice. But let's face it – you don't want to be conducting day-to-day tasks such as administration for your entire career. You want to put the necessary systems and infrastructure in place early to enable you to step out of the office and focus on growth and overall business management.

As Margaret Lomas, a financial adviser and founder of Destiny Group explains: "When you start a business of your own, your first goal should be to get out of it." Of course, when you are able to work on your business rather than in it – thus becoming 'invisible' – you must be careful not to let the day-to-day management deteriorate.

Flight

While it is important to pay attention to detail, ensure that you also consider the big picture. This will help you gain perspective and clarity. Do not be afraid to stand back and adopt a bird's-eye-view of your business.

Douglas Foo, Singapore-based founder of Apex-Pal International, understands that it is not only important to have a big picture of your company, but also "a good overall picture of the developments and changes in the world and how these changes affect the company." Some of the most important lessons he's learnt in business have to do with clarity. Sometimes in order to gain an overall picture and a sense of clarity, you need to take flight.

Danger Sense

Successful people are able to see danger in advance. Their ability to detect challenges and obstacles before they occur allows them to make decisions and take the necessary action to avoid complications.

Entrepreneur and business coach Brad Sugars believes that in today's business world everything is about handling change. Like most entrepreneurs, Sugars has made many mistakes, including having to start all over again with nothing.

As a result, he believes all entrepreneurs need to develop a sense for danger and minimise these mistakes. Successful people are able to predict events or circumstances that will put their business in danger.

Incredible Strength

Operating a business of your own requires incredible strength. There will be times when you need to go beyond the call of duty to achieve your goals and overcome the challenges and obstacles that impede your path to success.

In 2001, the founder and chief executive of venue presentation firm Cleanevent, Craig Lovett, made a mistake that almost cost him everything, including his business and house. After becoming complacent about the future growth of his business, Lovett failed to capitalise on the growing cleaning market in Australia. He was soon in debt and on the verge of collapse. However, Lovett demonstrated extraordinary strength and managed to rebuild his business.

Superhuman Stretch

Do not be afraid to stretch beyond your comfort zone. When you move outside your comfort zone you will experience fear, but from that fear you will grow and achieve success.

Property developer Peter Comben was a primary school teacher for 16 years before he realised that he was in a comfort zone. "I had grown accustomed to the security that a salary provides," he says. "So I took leave without pay to try something different and I have never looked back." Comben has now successfully invested and developed 40 projects and spends his time coaching others. **wcm**

Dale Beaumont is an entrepreneur and bestselling author.