

# Managing **My** Own Business

## Best Possible Practice

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# How To Revitalise My Business



Everyone needs support  
optimising activity  
and ensuring personal contribution  
adds effectively to successful actions



# Change and Uncertainty



“ Change is the law of life.  
And those who look only  
to the past or present are  
certain to miss the future”

John F Kennedy

# Change and Uncertainty

In order to survive and flourish

We must change our business practices

However, there are major external and internal challenges



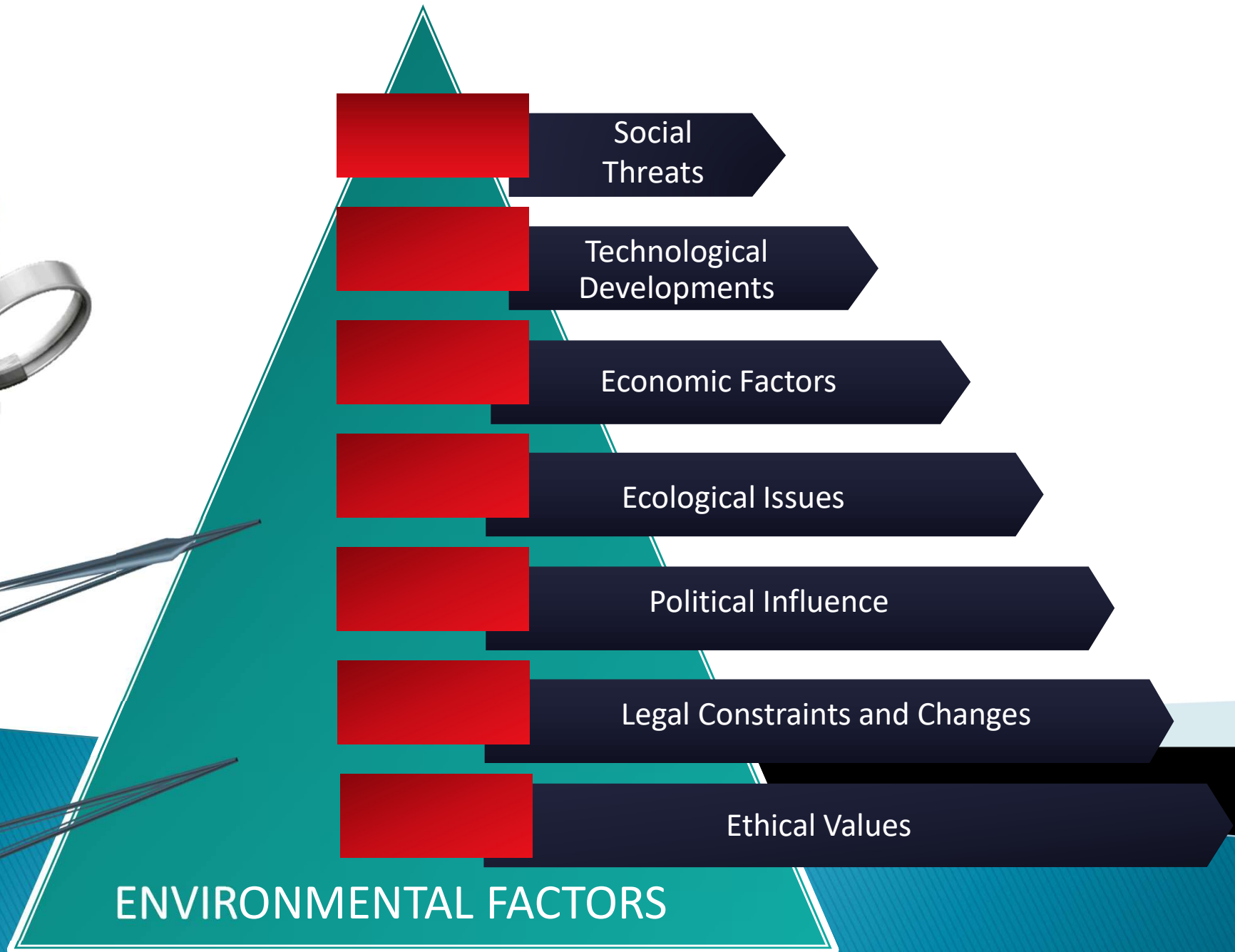


# Change and Uncertainty



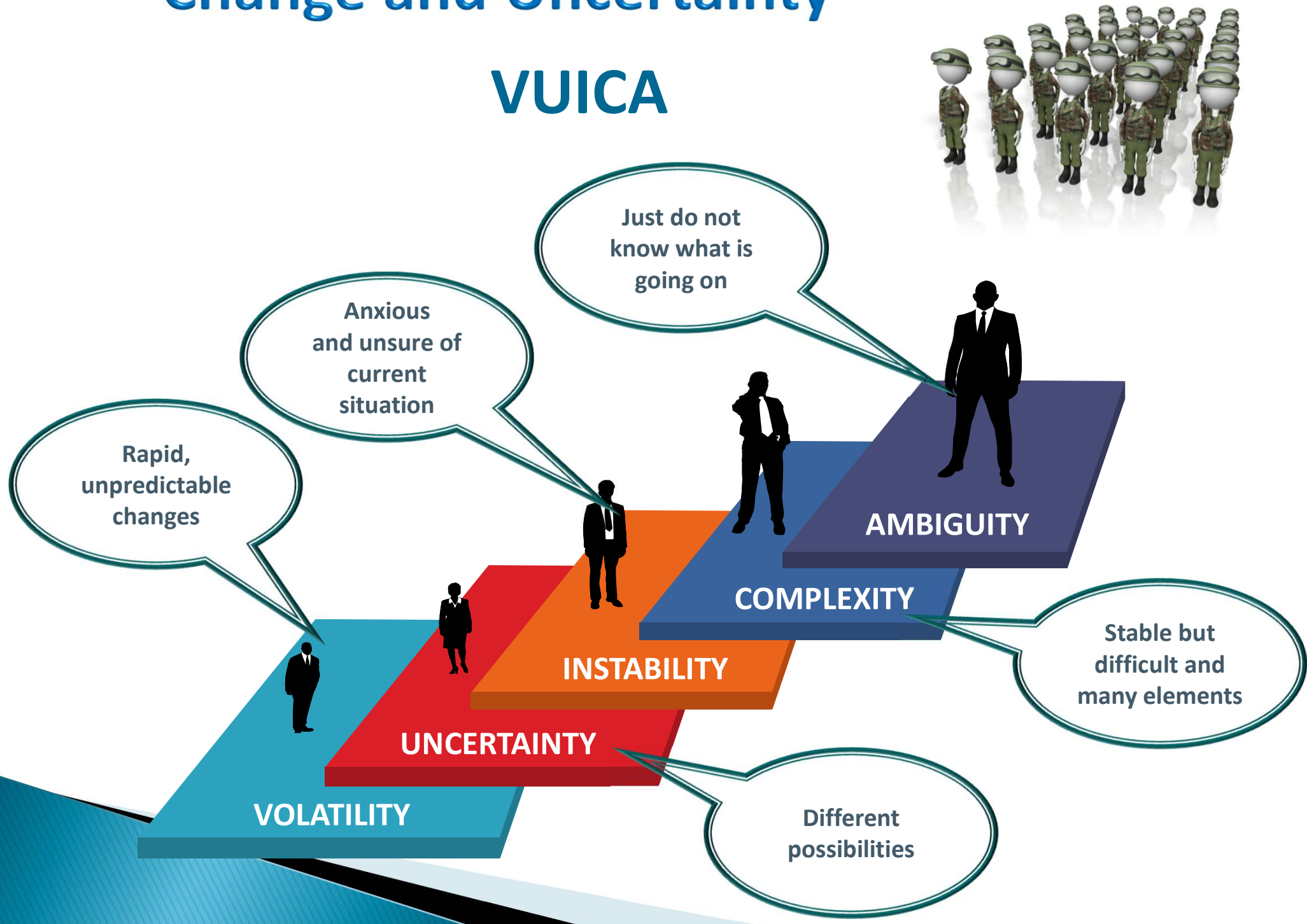
Impact  
Immediacy  
Importance

High  
Medium  
Low

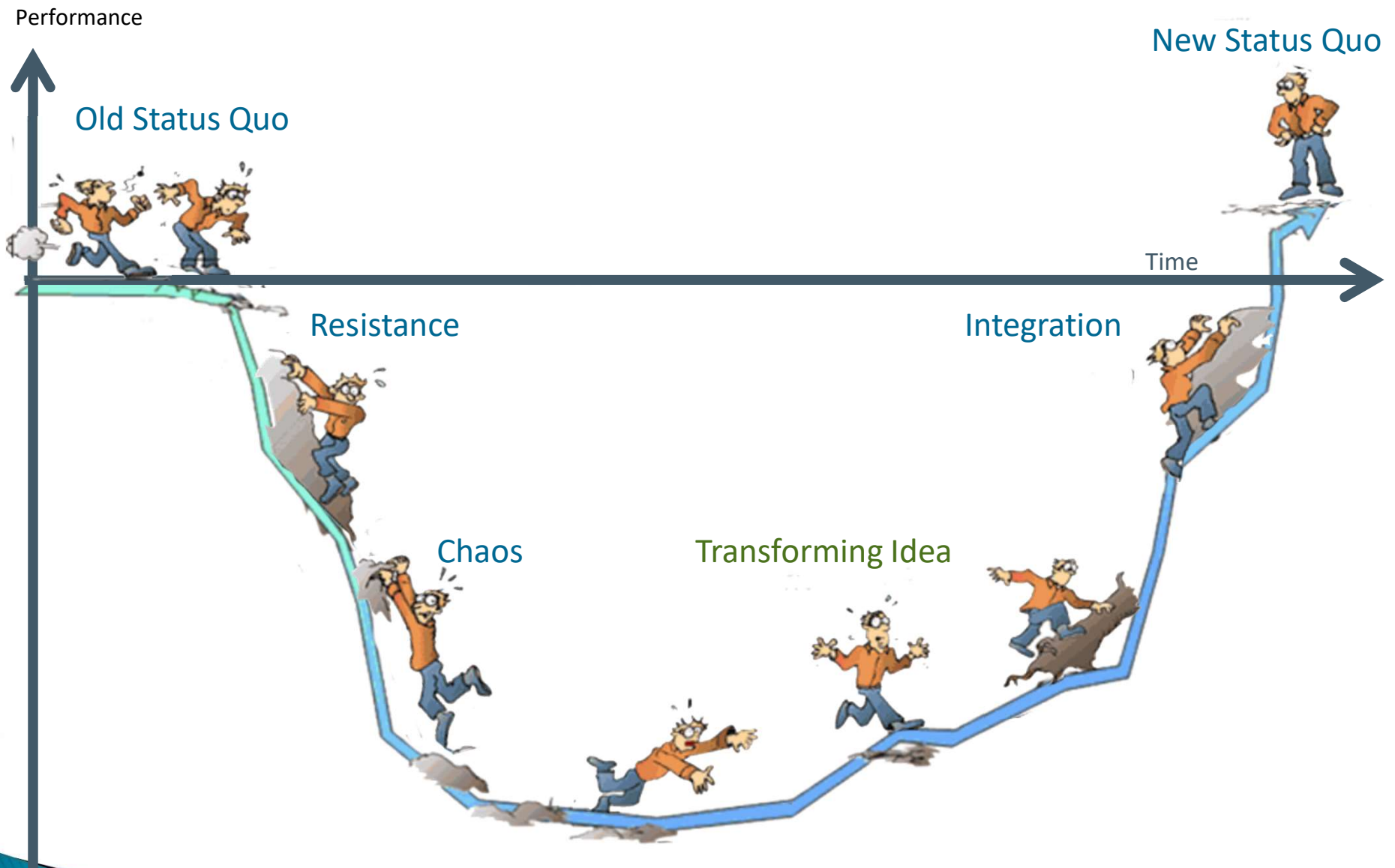


# Change and Uncertainty

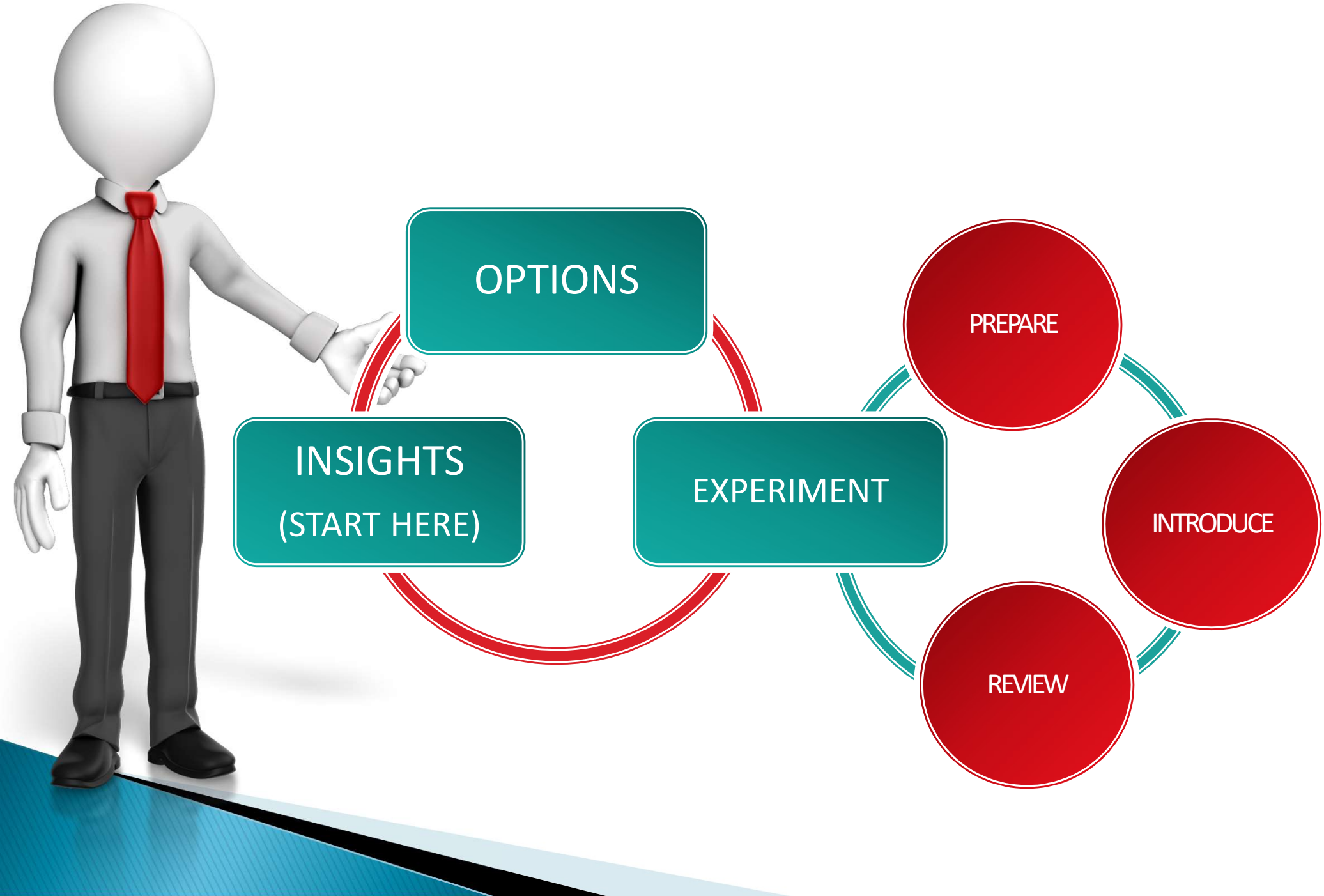
## VUICA



# Change and Uncertainty

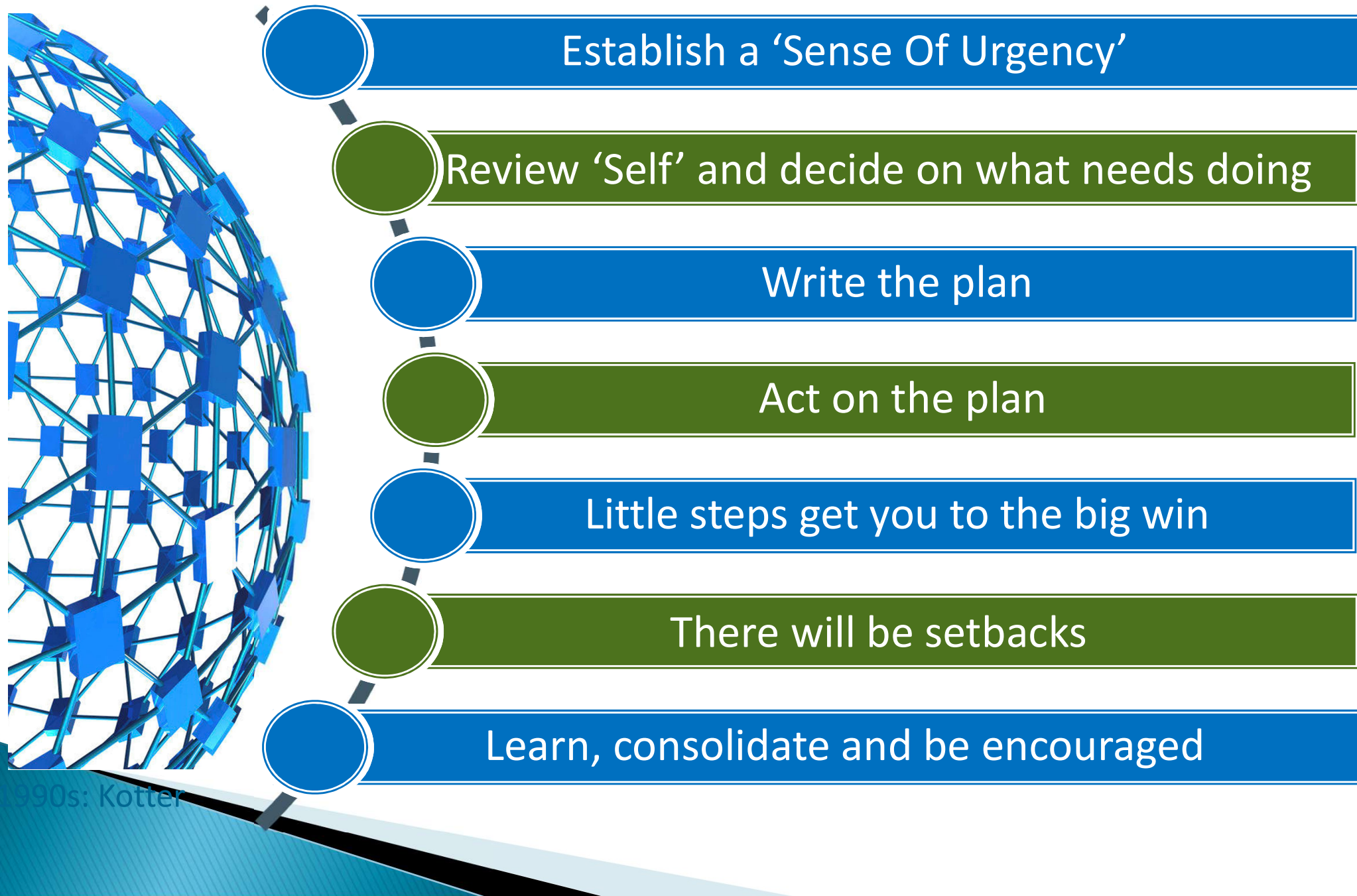


# Transformation and Change





# Transformation and Change



# The Agile Operator

## Does every one need to be 'agile'?

- ☑ Agility and its various components are essential for all  
We need to change the way we think about change
- ☑ On-going disruption can now be considered as the norm, change is therefore now a way of life rather than an exception, a useful way of thinking about today's context is to see it as one of 'dynamic stability'
- ☑ Re-frame change as the norm to be embraced positively, without major trauma, rather than a painful experience
- ☑ Readily embrace change and stimulate your own change, introducing innovation in to how you operate



# Your Performance Management

Appropriate skills and behaviour:

- ☐ Act on gaps / needs
- ☐ Be prepared for future needs related to:
  - CPD Relevant to Language Services
  - Other Career Progression Programmes
  - Business Planning: Marketing
  - Financial Planning





# Strategy Execution Excellence

***If everyone is moving forward together, then success takes care of itself.***

***Henry Ford***



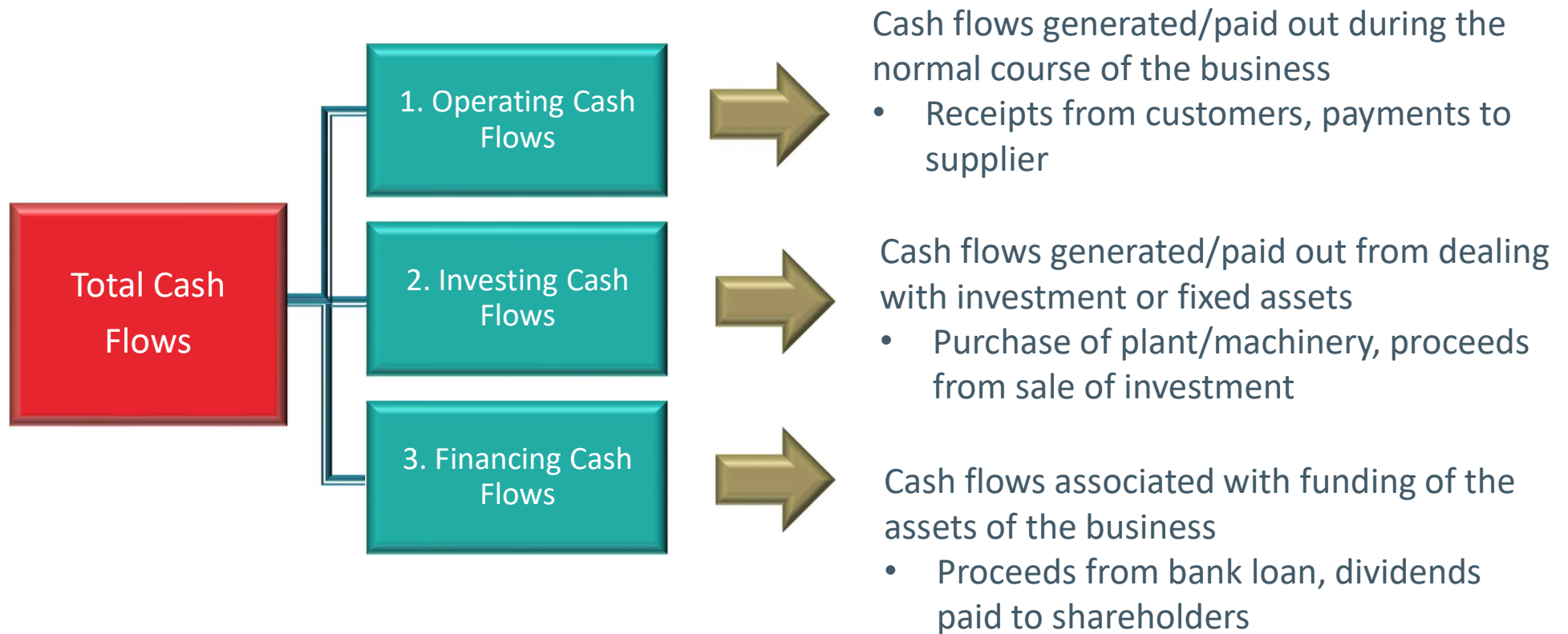
Photo by: flickr.com/senorhans

**WheelBrothers.com**



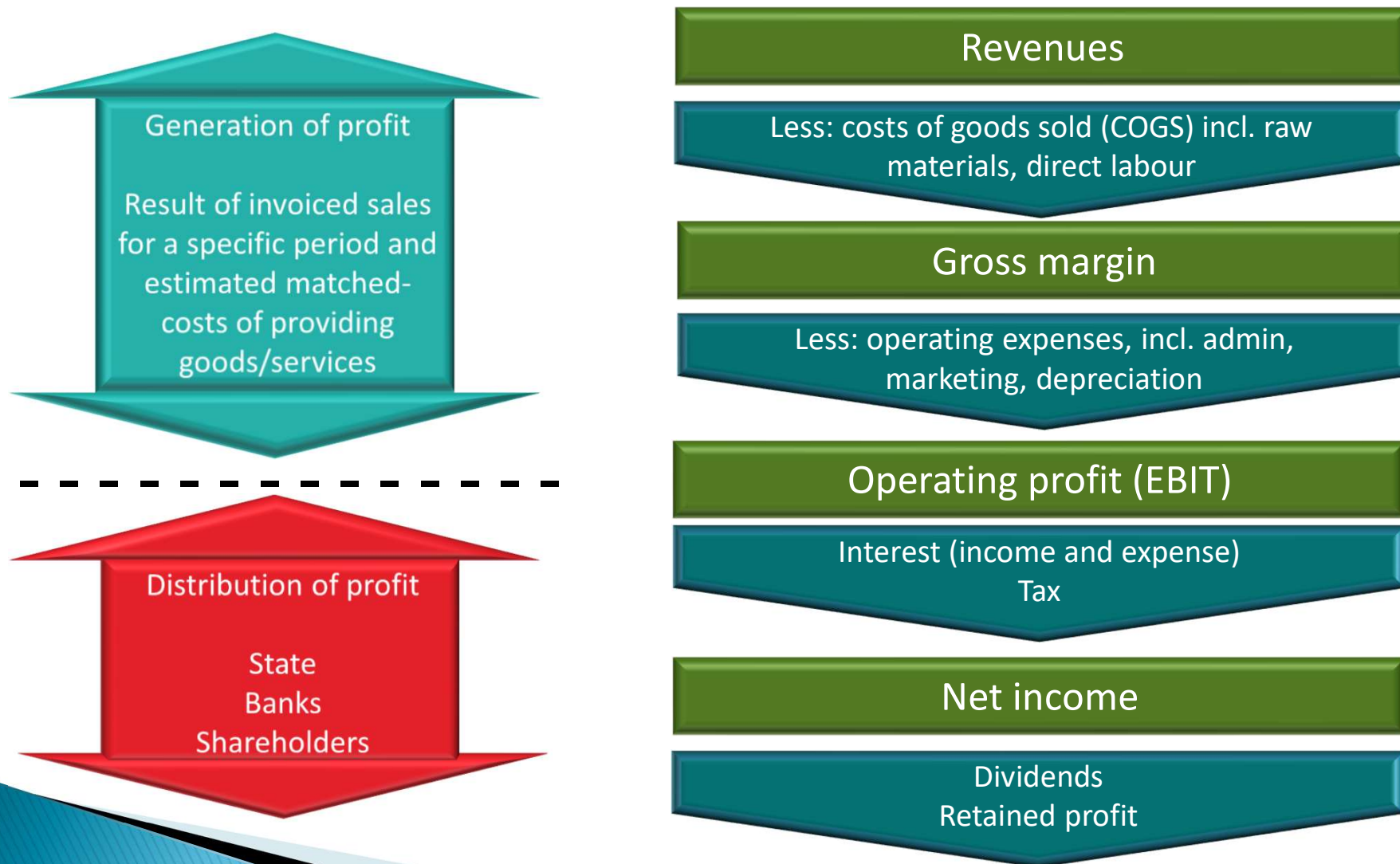
# Understanding Finance

Cash Flow Statement report inflows and outflows of cash during a period

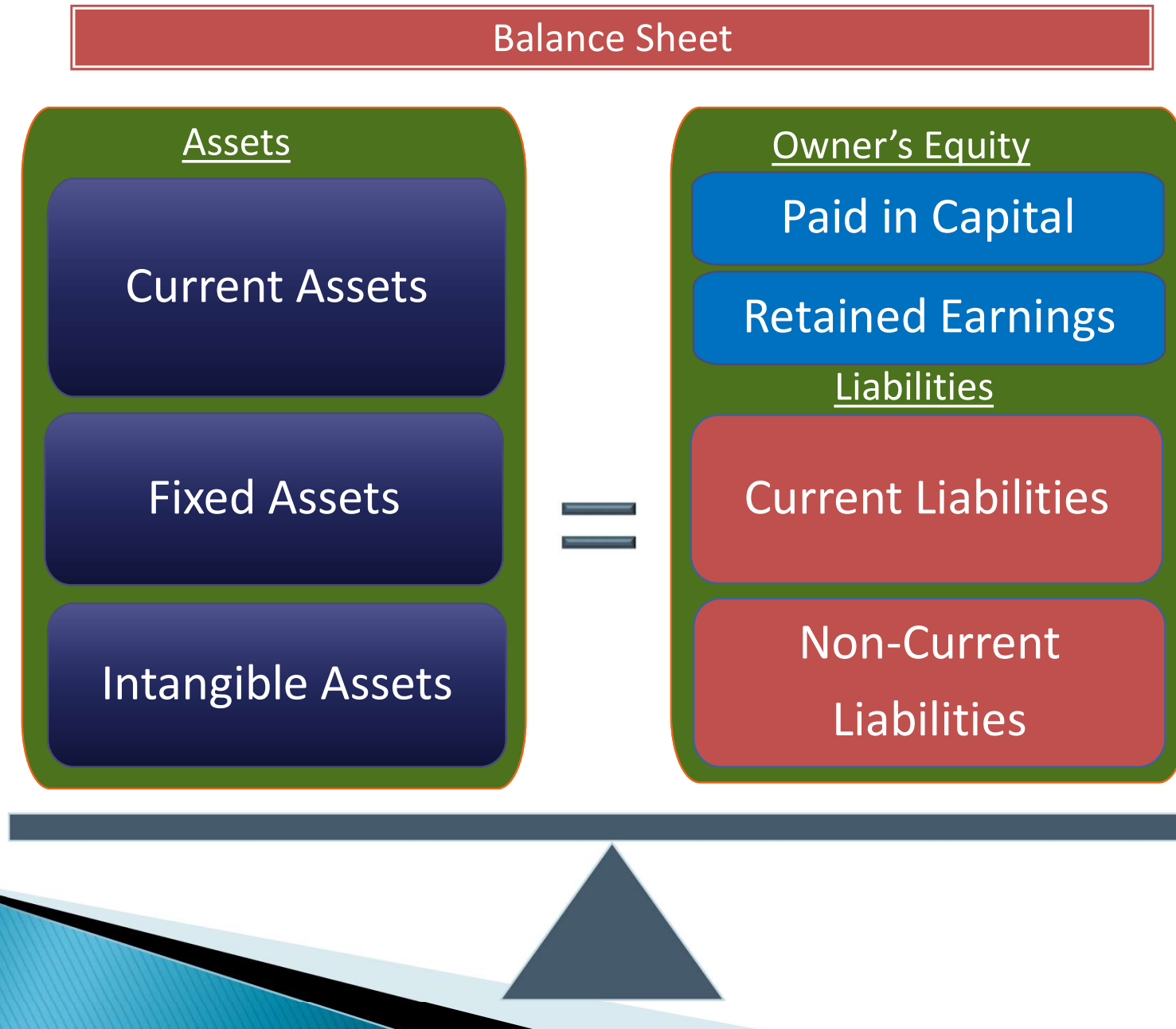


# Understanding Finance

## Conventional form of Profit & Loss Account



# Understanding Finance



# Social Media Marketing

## SOCIAL MEDIA EXPLAINED



twitter™

I am eating a cake



facebook.

I like eating a cake



You Tube

This is how I eat my cake



LinkedIn

My skills include eating a cake



Instagram

Here's a classic pic of the cake I eat



Blogger™

Here's my cake eating experience



Pinterest

Here's my recipe for the cake



# Social Media Marketing

How You Can Make it Online

7 WAYS TO MAKE IT **BIGGER!**

## 1. NETWORKING

Network marketing or networking offers wider opportunity for you. It's one of the top choices to earn good profit from home. Benefits includes proven system, complete training and win engagements



## 2. eCOMMERCE

eCommerce is doable. Anytime and anywhere with just one click for internet users on mobile Devices or laptops. In future, more likely to trade online



## 3. NICHE WEBSITE

Niche websites are small websites which are created around a specific topic, subject or product – that's you. These website are quite simple to produce



## 4. AUTHORITY WEBSITE

Like Niche website, Authority website also target specific targets / specific topics but the difference is that the coverage is much larger compared to niche website – think NRPSI website



## 7. TAKING TIME

Invest time to explore all options – do not cut corners – and ensure you are updating blogs, websites and social media channels on a regular basis



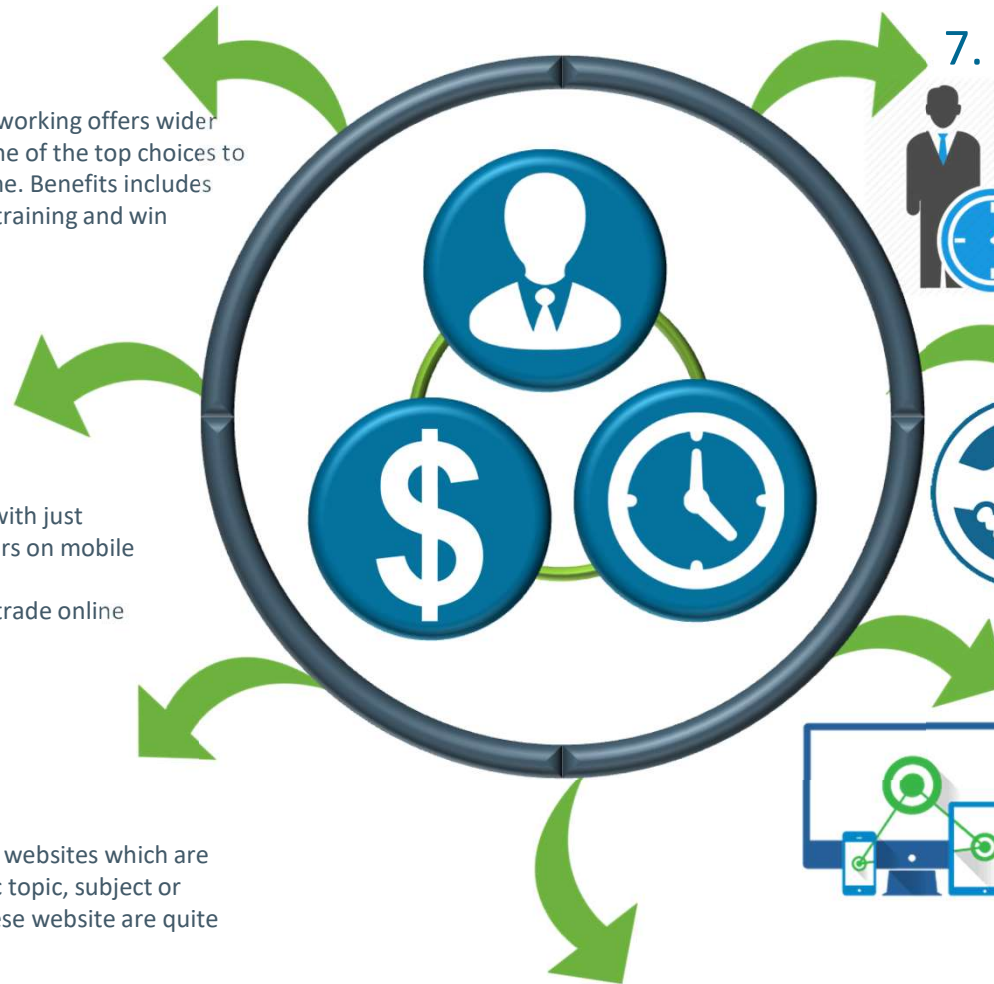
## 6. SELLING SERVICE

If you have experience in a particular area, are trained or skilled in a particular area, you may find a niche business for yourself where you can offer those service for a fee



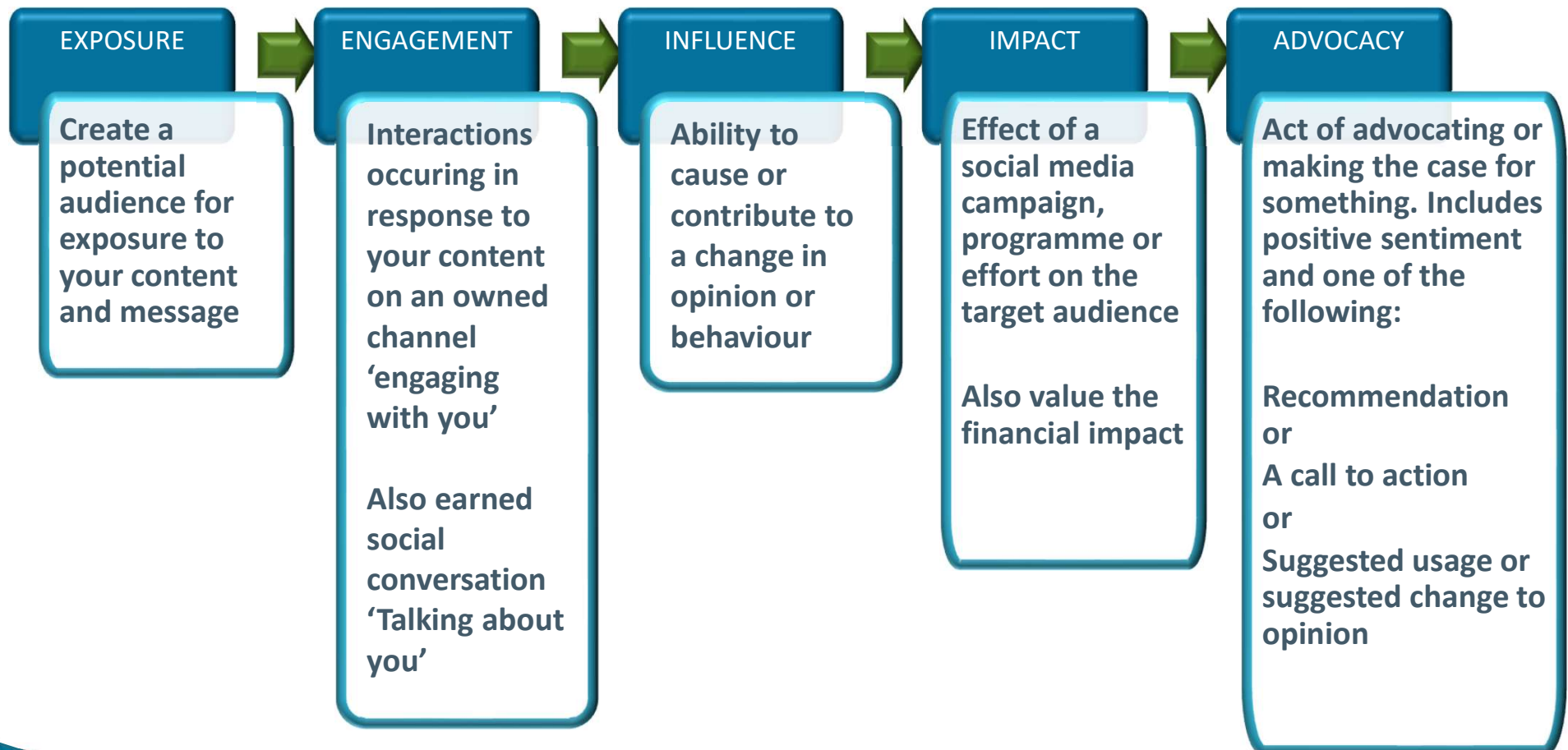
## 5. ME AS A PRODUCTS

You are the product; are you portraying yourself positively



# Social Media Marketing

## Suggested Social Media Metrics Model



# Successful Negotiation



# Successful Negotiation



“We change behaviour by framing what we want them to do, into something that is relevant to them”

Erik Vermeulen  
Behavioural Economics Strategist



# Path to a Higher Performing Business



# Compelling Purpose



“ Those that survive longest are the one’s that work out what they uniquely can give to the world, not just growth or money, but their excellence, their respect for others, or their ability to make people happy. Some call those things a soul”

Charles Handy

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