



## **“WHAT MAKES YOU SOAR AND WHERE DO YOU LAND”**

On a recent trip to New York I was sitting in a lobby of a hotel watching the report of the Airline Crash in Kentucky. Apart from the tragedy, it came to me that this issue is something entrepreneurs face every day. How does someone know if they are on the right runway? How do you know if you will soar or crash? How are you preparing yourself for a smooth landing?

In business without having the right plan or map can get you on the wrong runway. You may not be on the right path to success. People make decisions every day but don't think of the repercussions a mistake could cause them. The pilot of the plane made a choice, chose the wrong runway and crashed.

We normally go into business to be profitable and make money. What do we need to get financial success? Here are some ideas to avoid a crash:

### **Surround yourself with “good” people**

Surround yourself with people who will help you soar. Multidimensional professionals may cost you less and get you there faster. It's OK to have a business coach, accountant, lawyer on your team, but you need to use their services wisely. It's silly to discuss tax planning if you are looking for growth strategies in your business.

### **Focus**

Determine your path, map out your goals, and ensure to stay on target. Most people have no target and therefore are unable to focus.

### **Do whatever it takes**

Be perseverant and don't give up. Too many times people and businesses are faced with obstacles and lose track of what they are there for.

### **Stay on top of your game with research and learning**

To be competitive you need to deal with competitive intelligence. Stay up to date and deal with customer expectations. For example don't keep updating typewriters if the environment tells you that they are out of date.

### **Distinguish yourself to be remembered**

Most people we meet are not remembered as they do not make a lasting impression. People will not call you if they don't remember you.

### **Provide strong customer service**

We all believe we provide quality service but it is not what we believe but how we are perceived.

### **Do what needs to be done versus what you want to do**

Usually people shy away from the difficult or unpleasant tasks.

### **Be confident in your approach**

Confidence in your endeavors ranks highest as a critical success factor.

### **Make informed decisions**

Don't make “seat of the pants” decisions. Ensure the decisions made fit the plan. If there is no plan or goal to achieve you will never achieve it. “If you have no goals, all roads will get you there”.

### **Deal with expectations and meet the need**

In many cases people don't deal with the needs and expectations of others and therefore there is a disconnect.

### **And most important remember the adage**

### **“THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION”**

There are always detours, bumps in the road or barriers in business endeavors. The question is do you turn back, estimate more time to arrive or find another road to success.

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