



7 Steps of Planning: Having a Successful Holiday Season

Certain industries thrive during the winter months, more than any other time of the year, such as event planning and product sales. Other B2B businesses may slow down, or even stop activity, during the holiday months, such as real estate and accounting. Either way, strategic goal setting can make the end of your year a success.

If your business gets jumping during the holidays, your optimal planning time is between May and July. If your business slows down for the holiday party, your optimal planning time is between September and December.

Below is a chart for a quick overview of the **7 steps of planning**:



Brainstorm – Take a few hours with your planning team to throw out ideas.

Extract – Take the ideas that the group agrees on and group any surrounding details together.

Prioritize – Put the ideas in order of priority.

Budget – Determine the cost and potential return on your investment for the activity.

Assign – Delegate tasks or secure contractors to execute the idea.

Schedule – Make a timeline with detailed tasks and milestones

Measure – Determine your points of success and create metrics surrounding it.

No matter where you are in your business growth stage, planning is essential at every step. The failure to plan is a plan to fail. Know where you are, know where you want to go, and know the steps it will take you to get there. Make sure that when you are going into operation, you are following the plan you set out for yourself, and whenever you need to adjust your actions, adjust the plan. This foundation, repetitively done over time, is a sure plan for success.

So, this holiday, take your time to set your foundation. It's the greatest gift you can give yourself and the world.

What are your business goals for this holiday season? Is it goal-setting or money-getting? Let us know in the comments below. Your comments make for stronger and more successful businesswomen.

Originally posted on the blog MeansBusiness.ml



Completion: Are you paying attention to detail?

As entrepreneurs, you will come to notice, and be affected by, the lack of investment of thought and energy that some people have for their work. They have what I call an “employee mentality”, or the underlying attitude that a person should do the least amount of work required to receive the compensation they expect.

This is a mentality that represents the vast majority of society, which deprives all who would benefit the fullness of their effort. Thoughtlessness, carelessness, and laziness, are all forces in direct opposition to the service that we were born for. Many people have lost their jobs or companies, by becoming comfortable at their position and filled with a false sense of security.

Skill and excellence are the images of light that naturally emerge from perseverance. It is essential to take pride in our work, whether you are the owner or a company or an employee. Every keystroke, every activity, every plan, and every report, is a reflection of the quality of person you are and the company you represent.

It is imperative that you pay attention to detail, in order to produce the best in everything you do. You might have heard the phrase, “The devil is in the details”. That means that no matter how easy or simple something looks, without the attention to detail, the masterpiece will remain incomplete. The quality of being thorough is best described as completion to the point of being at the greatest quality, or perfection. Give the most thought, the most effort, and the most persistence that you can muster, and you will stretch your own capability and potential.

These 5 steps will assist you in the process of completion.



Plan – Write down each and every action necessary for the fullest level of completion that you can come up with.

Schedule – Assign tasks to the person responsible. Create timelines and deadlines for each action.

Execute – For each and every task, do them, or insure that they are done, in order and with quality.

Report – Create a detailed report on what you did, even if it is only you doing it.

Review – Go over each step and analyze the quality. What could you have done better?

Whatever task that you may perform, whether it be for yourself or for another, make sure you put your best foot forward. This will add to your personal growth, your business’ prosperity, and the world at large. Strive for perfection in all you do.

What tips do you have on paying attention to detail? Take a moment and comment below. Good comments make for better business women.

Originally posted on the MeansBusiness.ml blog.



Expect the Unexpected: How to Deal with Change

Sometimes, as entrepreneurs, we become accustomed to things being and behaving a certain way. We create a certain daily routine, have the same friends, and depend on certain systems. Even bigger than that, we actually create a situation, where our emotional stability depends maintaining a stable routine.

We are taught, and come up with, certain assumptions that define how we view the world and the aspects within it. They may be based on appearance, neighborhoods, gender, skin color, employment status, material appearance, or activity participation. We have been ingrained with a certain moral, ethical, and spiritual foundation, which, when challenged, can cause friction between people or groups of people. The way we think and reason, is the way we judge the good or the bad in others and we are comfortable with that.

Each and every change happens in a moment, whether you are warned or not. A prisoner is released. A slave becomes president. The poor become rich and the rich become poor. The car won't start. The bank account is frozen. You just executed your first million dollar contract. Negative or positive, the moment of change is coming. The critical element is the speed that you can come harmony with the disruption. Accumulated energy produces changes, and how those changes are managed is the difference between a life on fast forward and one on pause.

Transition with Ease

Prioritize Clearly - Your life is going on 24 hours at a time. Make sure you distribute your energy evenly between the things that are important to you, in the order of priority. The people, places, and things you focus your attention on, will set the stage for your next change.

For where your treasure is, there your heart will be also. Matthew 6:21 (NIV)

Appreciate consistently - Make sure you stop to appreciate the little things that life bring you every day. Appreciate the minor miracles that occur consistently. This will bring into your world an energy of gratitude that will bring more changes that you will be thankful for. It will stimulate a life of love, joy, and happiness, and be reflected in the situations and circumstances that compose your life. Give appreciation freely and It will return to you in unexpected ways.

*I urge, then, first of all, that petitions, prayers, intercession and thanksgiving be made for all people—
1 Timothy 2:1 (NIV)*

Agree quickly - Change changes. Any change, positive or negative, creates disruption and an adverse reaction to what seems normal now. If you won the lottery, the elements of your daily routine would so severely and rapidly change that you would probably feel out of order for quite some time. You would be affected by the emotional and physical changes that the financial shock has created.

The trick is to agree quickly. Accept that there is a change. Release the emotions that are expressed by the change as soon as possible, and come into harmony with the elements of the new reality. Learn the adjustments that need to be made and create a new routine based on it. Then, you can quickly escape the prison of mental in harmony and regret.

Agree with thine adversary quickly - Matthew 5:25 (KJV)

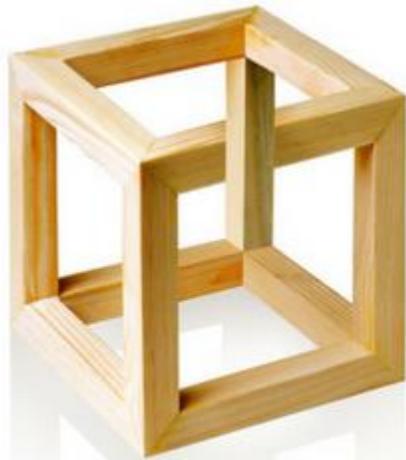
Live Centrally - There is a foundation, which is the sustenance of the earth's foundation that is unchangeable. There is a harmony that is eternally in agreement with you. There is a part of you that is unchanging as well. As long as you live in the understanding that all things work together for your good, the adjustment to any change, positive or negative, will come with ease.

Jesus Christ is the same yesterday and today and forever. Hebrews 13:8 (NIV)

The more centered in the unchangeable you are, the easier it will be to experience and adjust to any change. The Greek philosopher, Heraclitus, authored this famous line, “The only thing constant is change”. Expect the unexpected, because it is sure to happen.

What tips to you have on paying attention to detail? Take a moment and comment below. Good comments make for better business women.

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DO THE
ORDINARY
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Do the **Ordinary** in an **Extraordinary** Way!

Some of the greatest businesses in the world were created for the sole purpose of making the daily process of something better. Sometimes you may say to yourself, “I wish that I could have a thing in an easier way”, or “This could be better if it could do this or that”. Many innovations that are part of our daily process were created by just these types of thoughts.

Traditional cooking processes have and still can take all day to create the dish that the cook is looking to create. Innovation has reduced that time down to an hour or less, through the provision of pre-cooked, prepared, seasoning packs, microwaves, and frozen goods. Washing clothes has been transformed from rubbing clothing against a wash board and hanging them on the line for hours, into tossing them into a machine and then another an hour later. Seeing a relative that lives out of town went from sending a picture through the mail to speaking to them in real time face-to-face, through apps like Facetime and Tango. The developers of these improvements saw a need and dedicated all of their effort to creating that improvement, and were heavily rewarded for their perseverance.

Your thought could be the innovation that the world is waiting on to improve all of our everyday lives. Below are four companies that have made just such an impact.

Google

Google has become such a part of the fabric of the American daily life that when we want to locate information on anything we just say that we will “Google” it. Gone are the days of going into things blindly, not having access to certain levels of information, or time delays of information access. Children use to ask their questions incessant questions about things they could possibly know or have any interest in. Now, instead yelling “I don’t know” at the top of their lungs, they tap a few buttons on their cell phone and the answer magically appears.

According to their second quarter reports, Alphabet Inc. the parent company for Google, has noted the company's net income at \$16.34 billion for 2015. They credit their 21% year over year revenue growth to their investment in areas like mobile and video.

FedEx

FedEx, formally Federal Express are the pioneers of overnight shipping. This convenience is currently powering thousands of eCommerce websites and communication facilitation for important documents. According to their site, they created the real-time tracking technology that most shipping companies are currently using today, so not only can you receive a package overnight on the other side of the world, but you know exactly where it is in the air. The brave motion of stepping out on an inspired idea has proved to be highly profitable for the FedEx Corporation, with annual revenues of \$58 billion, and life changing for society at large.

Zillow

I have personally worked with Realtors who have shown a potential client 30 homes before they decided on one. They have wasted time viewing properties that weren't available and even lost deals with uninformed consumers. Zillow has put all that to rest. Now, a process that required countless hours riding through neighborhoods attempting to find homes for sale or waiting for a realtor to send a list of available homes, a home-buyer has real-time access to all available homes, the price it should be purchased for, what is in the neighborhood, and even an aerial map view of the home and surrounding area. If you want to see if you should sell your home or what your home is worth, you can get a good idea buy just plugging your address. What once was impossible to know is now available in an app for your phone.

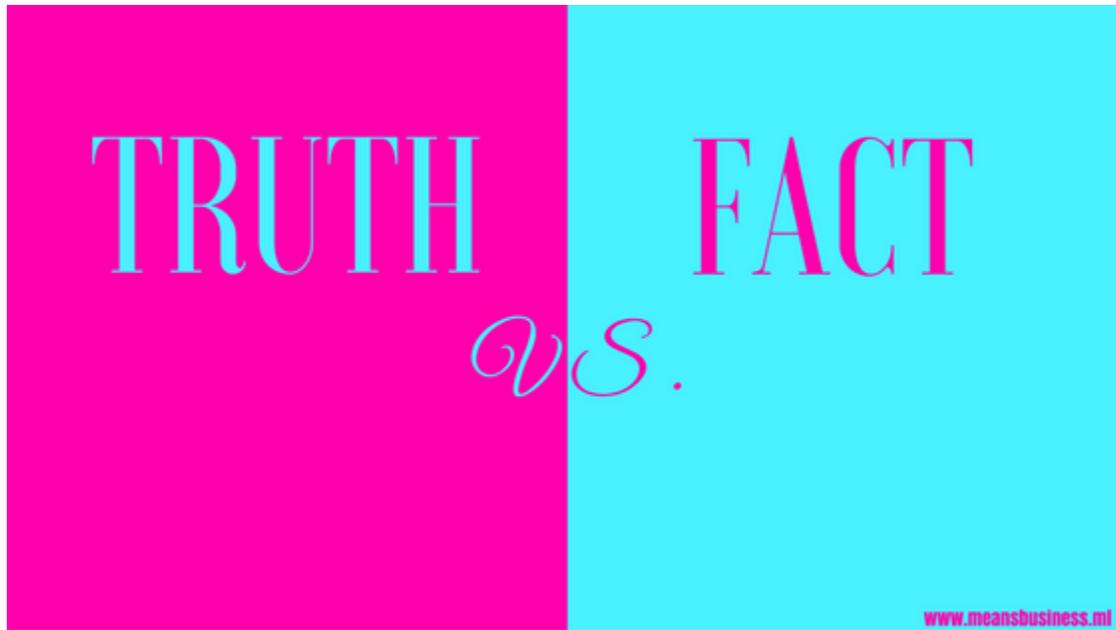
Uber

Another neo daily term is "Ubering" or the use of the Uber system as a means of transportation. In case you have been on Planet Zenon, Uber is the phone app where you order and pay electronically and a vehicle comes to transport you to where you want to go. Getting around to other places or getting back home is just a matter of tapping the screen. The Uber transportation system, created in 2009, is now available in over 200 cities in the US and hundreds of cities on every continent in the world. Uber has an estimated value of \$62.5 billion as of 2015.

For creating something or innovating something that can make our lives better, faster, more efficient, or more capable, the rewards are innumerable. This is the greatest accomplishment that a person could ever make for mankind. If even a fleeting thought passes you by, start brainstorming. Even if you don't know what to do, do as much as you can. You may be holding the key to a better life for all of us.

What do you think the world could improve on? Let us know! Your comments make for stronger entrepreneurs.

Originally posted on the blog MeansBusiness.ml and hyperlinked to resources.



Truth vs Fact: What are you using?

Sometimes we operate using facts about something, versus the truth about that thing. What is the difference?

The facts about something can change. The truth about something can never change. I will give you a few examples.

Depending on the year you went to school, the fact may have been that the earth was flat. Now, the facts would agree with the truth that the earth is actually a sphere. The facts said, at one point, that we could not have light after sundown without a candle, when the truth has always been that electricity is readily available. The facts said we could not travel without walking, we could not talk without looking at each other, and we could not cook without an open fire, when we now know that it is not the truth.

By observation, the facts would say that the human body is solid, when the truth is that is a well-organized organism of cellular activity. By observation, the facts would state that the clouds are moving across the sky, when the truth is that the earth is in motion and the clouds are stationary.

We are now operating under the basis of facts, which can easily change. It is a fact that we are in a stable society, with a stable trading system. But, what if you woke up tomorrow morning and your money was worthless? Could you survive? What if war were declared on US soil, instantly changing the fact that we are at peace? Most people live their lives in rhythmic format, taking for granted the facts that this rhythm is based on. That is why people become stuck or drastically altered by a change in a realization of fact.

The facts, in agreement with the truth, also become unchangeable. There is a system of underlying truth that is ever unchangeable. This is what is referred to as Universal Truth. Mankind's ultimate goal is to unveil these truths and learn how to apply them, in order to enhance this experience we call life.

Let's go back to the example on electricity. There has been enough electricity available to power all mankind, since its conception. Yet, most people were not able to experience the benefits of electricity until the 19th century. If it has always been true, how did it just become a fact? Understanding. Cover your eyes with your hands. Now, the fact is you can't see, while the truth is that you can see. The difference? There is a blockage making the truth temporarily inaccessible.

Now, a person would be considered crazy, if they started running around with their eyes covered, panicking because they couldn't see. But, we operate exactly that way, in regards to finances, love, health, success, and more, yet we believe in lack, fear, doubt, and worry, which could never be true.

There are millions of available utilizations of truth, waiting to become the facts we base our lives on. In this digital age, the truth is becoming realized as fact at a greater speed than in all of history combined. The cloak of misunderstanding is being lifted, and the truth is fast emerging as the basis of operation. The emergence of our greatest desires are depending on how fast we can base our lives on universal truths versus facts, and how much understanding an application of these eternal truths we allow to rise up and pour out of us. So, that dream that has been emerging inside of you may not just be your desire, it may be the next level of the understanding and application of truth that makes the world a better place to live.

TRUST IN THE LORD WITH ALL YOUR HEART AND LEAN NOT ON YOUR OWN UNDERSTANDING; IN ALL YOUR WAYS SUBMIT TO HIM, AND HE WILL MAKE YOUR PATHS STRAIGHT. PROVERBS 3:5-6 (NIV)

What fact do we operate under right now that could change in the future? How can we remain stable?

Originally posted on the blog MeansBusiness.ml