

Perception is powerful.

In one of the courses I facilitate, for members of the building industry qualifying for a contractors licence, I ask two questions to get the delegates to think about their business.

The first is “Why are you in Business? Tell me what is the reason you are in business”.

The second is “What do you want from your business? Tell me your objectives”.

While I haven't kept the statistical data I can say, in most courses over the last 6 years, the split between perception and tangible responses is very close to 50/50, (the range of answers is from +/- 5% of each group of between 25 to 40 people).

Some of the tangible answers are –

- Make money
- Build a business
- Create financial wealth
- Buy “toys”
- Income to provide for family -
 - Living
 - Education
 - Estate
- Leave a legacy to the community

Some of the perception answers are –

- To be in control
- Be successful
- Gain a good reputation
- Take on the challenge
- Be respected by my peers
- Choose my lifestyle
- Be a leader -
 - Children
 - Peers
 - Employees
 - Community

The constancy of the responses show that it is as important to consider the perception aspects of your business as it does the tangible aspects.

How is your industry perceived in the marketplace?

Do you know how your customers, competitors, peers and others perceive your business?

How could you find out what these people think of your business?

What could you do with this information if you could get it?

Your answers to these questions will depend on a number of factors.

- How clear you are about your personal objectives.
- Your understanding of your marketplace.
- The clarity of the vision for your business.
- Your commitment to the business mission.

Contact us for an exercise to help you put this information to work.

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