What Does a Successful Business Look Like?

Business owners, having experienced the rollercoaster ride that is part of the adventure of running a business, may ask themselves... “What would my business look like to be considered successful?

The question here shouldn’t be around "What does a successful business look like?" A better question is, "**What does success look like to you?**" One thing to one person is different to another.

Having worked with and coached hundreds of business owners over the last 15 years, one of the biggest mistakes that I see owners making is having a predetermined idea of what they think a successful business should be, when in reality understanding what a successful life looks like is more important. You can then look at how to shape your business to help provide you with this life.

When I ask a business owner “what does a successful life look like?” their answer is usually very simple; pay off the home, travel with the family, spend more quality with my children and partner, contribute to my community, have a holiday home etc. Many do not wish for a lot, in fact, most people are looking for just a ‘simple life with less stress’ and more time for quality relationships.

When we look at what success in business looks like to the individual, again the answer is very simple. It is usually a combination of consistent work that is profitable, working 40 to 50 hours a week - no more, a small team of quality people and quality clients, etc.

Your business is not you, and you are not your business. Understanding this makes it easier to understand your kind of success, then go to work on the ‘vehicle’ that drives this success and making it as effective as possible.

Business and life isn’t that complicated, yet many people go out of their way to make it complicated by overthinking how things should be and underestimating how they actually are.

Obtaining ‘what success means to you’ does require some change, a little effort, persistence and a new outlook/attitude, but this is all very possible and these days we have the tools available to make this a reality.

Some simple steps to take are:

1. Identify what ‘success in life’ looks like to you/your partner
2. What results does your business need to produce to help you fulfil on item #1?
3. Go to work on creating that business.

Remember, clarity precedes mastery!

Again, the question is not what does a successful business look like, the question is what does success look like to you?

For more guidance on creating a business that works for you, connect with the team at PROTRADE United on 1300 76 77 74.