ARE YOU WORKING 'IN' OR 'ON' YOUR BUSINESS?

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Successful growth and scaling of a business requires focus on key growth activities. Unfortunately, many entrepreneurs find themselves spending more time working '*in*' their business rather than '*on*' it. As a result, growth stalls and they are unable to successfully scale their business.

TAKE A MINUTE AND REFLECT ON THE LAST WEEK.
HOW MUCH OF YOUR TIME FITS INTO THE TWO CATEGORIES IDENTIFIED IN THE TABLE BELOW?

IN

- Responding to customer inquiries
- Addressing operational issues
- Managing personnel issues
- Basic finances including invoices and expenses
- Project/product delivery for current customers

ON

- Service/product development and enhancement
- KPI measurement and analysis
- Identifying/building leaders
- Learning about customer needs
- Strategic and capital planning
- Communicating company goals to employees

The '*in*' tasks are all important activities that are required to keep the lights on, while the '*on*' tasks are critical to growing and scaling the business. While all of these tasks are important, entrepreneurs should spend at least 20% of their time each week dedicated to the '*on*' tasks to successfully scale and ensure growth. The challenge is that the day-to-day demands of customers, employees, and others can overwhelm even the most organized leader, particularly in the early phases of growth. There are a number of time management tools and programs that can help with time management, and they can help provide a framework.

The three critical actions that work for entrepreneurs are:
- Build a three-year plan with one-year milestone goals and measures
- Build a team that can assume the operational tasks, and trust them to do the job
- Set aside a regular block of time each week to work '*on*' the business and meet the goals of the plan

IN THE END, THE SECRET INGREDIENT IS TO FOCUS AND NOT LET THE URGENT GET IN THE WAY OF THE IMPORTANT.

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