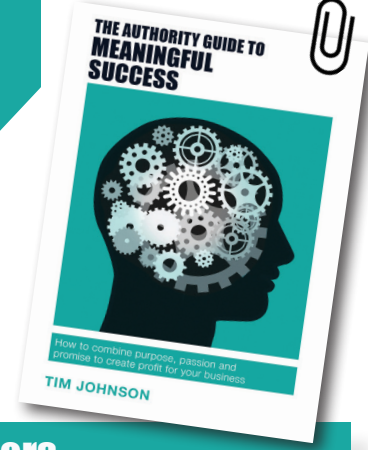


7 ways to be better at business

MEANINGFUL SUCCESS



1. Know what you want

Resist being sucked into doing what others expect of you. Do what you want to do, what lights you up and makes you come alive. When you look at life through that lens, what do you see?

2. Know your customers

What do they REALLY want? How do they want to feel? It might not be what you think, so don't slip into just providing the same old service or product. Always focus on enhancing their experience.

3. Stories sell

Craft compelling stories about your brand and values, and how you make your customers feel and you'll have people queuing outside the door to do business with you.

4. Develop your inner peace

Success is addictive and it can be tempting to keep chasing it. But if you remember to calm and centre yourself along the way, you'll enjoy the ride more and be more effective too.

5. Don't lay blame

Taking bullying and fear of reprisal out of the workplace enables an open and constructive environment where conversations can develop and creativity can flourish.

6. Be clear on your vision and values

If you don't know where you're heading, any road will take you there. And if you're not clear on how you want to travel, you'll probably be disappointed by the journey.

7. Make succeeding easy

Do the work that makes it as easy as possible for people to do their jobs. Does everything your business is doing provide value to the customer? If not, why are you doing it?