

Risks and possibilities

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Welcome to this seminar in the field of Business Development in The Business Coaching Programme. My name is Torgny Veibäck and I will talk about Analysing the Risks and Possibilities in your business.

Develop your gifts!

1 Tim 4:12, 14-16

Let no one despise you for your youth, but set the believers an example in speech, in conduct, in love, in faith, in purity...

Do not neglect the gift you have, which was given you by prophecy when the council of elders laid their hands on you. **Practice** these things (*his gifts was reading of Scripture, to exhortation, to teaching*), **immerse yourself** in them, so that all may see your progress. Keep a close watch on yourself and on the teaching. Persist in this, for by so doing you will save both yourself and your hearers.

Paul is coaching his young adept Timothy who is gifted in teaching and reading the Scripture, but hesitated in becoming a professional missionary. I think this applies also to you as a young businessperson.

Develop your gifts!

1 Tim 4:12, 14-16

Let no one despise you for your youth, but set the

believers an example in speech, in conduct, in love,

in purity, in faith, in love, in peace, in gentleness,

in self-control. I want to see you prosper in every way.

Do your best to be seen to have these qualities.

Some will despise you because of your youth, but do not

be ashamed of them, for God chooses the weak things of the world

to shame the strong. Be yourself in them, so that all may see your

progress. Keep a close watch on yourself and on the

teaching. Persist in this, for by so doing you will

save both yourself and your hearers.

Paul says to you as new in business:

- Practice your skills
- Deepen yourself
- Be persistent!

My interpretation of what Paul is saying to you is:

1 Practice your skills, gifts. Dive into them with great interest and you will make noticeable progress.

2 Deepen yourself in what it mean to be a Christian businessman. Train also your staff in customer focus and having good attitude. Develop your gifts and coach your staff to develop their gifts.

3 Be persistent! Stay with your business with endurance. It takes time to develop a steady successful business. Don't give up when you meet some obstacles. Instead deepen yourself and improve or adept your service. If the market shifts you may have to shift also. But don't change your business direction just because the wind blows in another direction. It might soon change again.

Develop your gifts!

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Paul also says: Persist in righteousness! Become an example for your hearers – customers. An example in conduct: Love, faith and purity!
Keep close watch on yourself and how you act towards your customers. By doing so, both yourself and your customers will be blessed.

What made you to start your business?



Your skill / interests OR Market need

Unique product /small market

Great market/high competition

Why did you start your business? Was it your skill or interest that you thought you may serve others with? Or did you noticed a need at the market that you hoped you could make a business of?

Or – best of all – both?

1 A special skill, interest, knowledge or an invention of some kind – might be a very good start for a business.

There are a possibility it might be unique with few competitors. Your skill or idea you will be able to improve and customize it to success.

A risk is that I t might be hard to find customers that appreciate your special service. You need to tell the possible customers that you offer them what they really need but don't know of. Marketing is expensive and takes time.

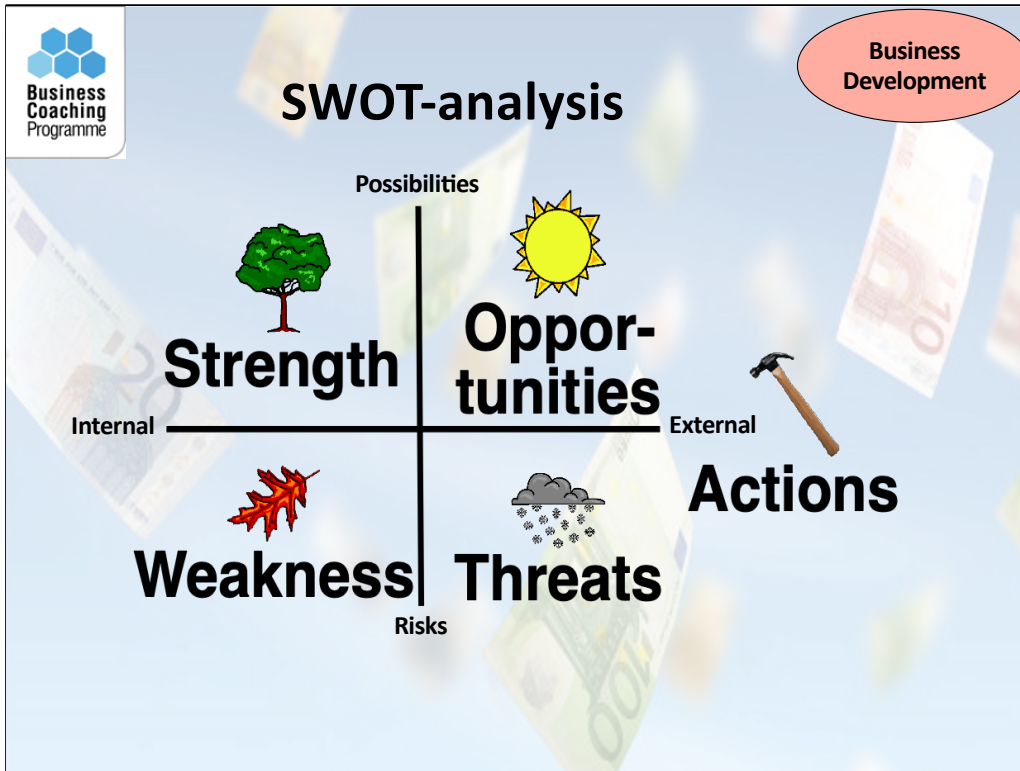
2 If you have an idea which the market is screaming for it might be a good start for a business.

The possibility is that there are a general demand so it might be easy to find customers.

The risk is that you wont be alone to sell this service. The competition may be very tough. You might need to sell to a low price if you don't have the special skill or knowledge needed to customize your service.

Your God given gifts give you the best possibilities!

Lets analyze your possibilities in your business and also the risks behand them.



SWOT– analysis is a common method to find out how to develop a business or organisation. You may already have used it. I will tell just briefly how to go along: Do the analyse together with some persons who know your situation well. Some from your staff, your wife or husband or someone else you trust. You might ask your coach to lead you in the analyse. Use a white chart to write all thought coming up. The full SWOT-analyse shouldn't take more than one hour to do.

You do it in four steps. The Upper factors – Strength and Opportunities – are your possibilities to develop your business. The lower two – Threats and Weakness – are the risks that might make your business to fail.

The left factors – Strength and Weakness – are depending on yourself. The two factors to the right – Opportunities and Threats – are coming from outside. Forces you cant influence yourself.

You analyse one factor at a time. Remember, the most important result of the analyse is the **Actions** you will decide on.

Strengths

Business
Development

What are the special gifts, skills, resources of your business?

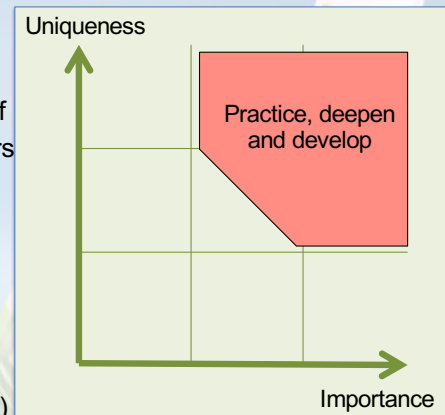
1 Make a list of:

- Special competence of yourself and your staff
- Special products/services different from others
- Special supplier relations
- Special customer relations (eg ethics)
- Special production equipment/facilities
- Special good market position
- Other special circumstances

2 Rank them in order of

- Most unique compared with competitors (1–3)
- Importance for your business (1–3)

3 For the most unique and important gifts: Take development actions!



Make a list of your strengths – special gifts in different areas of business. Take help of the examples shown here.

Then you rank them in how unique and important they are. Low to high (1-3)

Something that is 3 / 3 – very unique and very important for your business, you ought to make a plan for how to develop immediately. Also the strengths ranked 2 / 3 and 3 / 2 and perhaps also 2 / 2 are worth developing.

Opportunities

Business
Development

What might happen in the future that you may take advantage off?

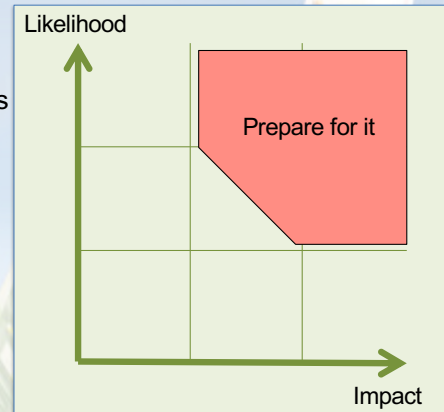
1 Make a list of:

- New demands, trends in your field of business
- Special events in society – locally, nationally
- New possible supplier
- New kind of customers you might reach
- New specially skilled staff to employ
- New kind of production technology
- Other special circumstances

2 Rank them in order of

- Likelihood it might happen (1–3)
- The impact it may have on your business (1–3)

3 Which preparations can you do for the most likely and promising opportunities?



Make a list of different kind of opportunities for your business you can figure out. Take help of the examples above as starting point.

Then you rank them in how likely it is that they will occur and which impact they might have on your business. Low to high (1-3)

Something that is 3 / 3 – very likely and will have very high impact for your business, you ought to make a plan for how to develop immediately. Also the opportunities ranked 2 / 3 and 3 / 2 and perhaps also 2 / 2 are worth preparing for.

Threats

Business
Development

If a major incident occurs, what will happen in your business?

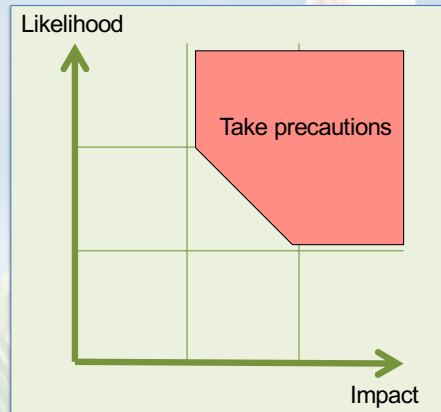
1 Make a list of threats for your business:

- Key supplier fails to deliver
- Key production equipment breaks down
- Key staff leave
- Your own or your families health fails
- Key customer disappears
- New competitor takes over the market
- Customer demands changes
- Crises in society (economy, criminals etc)
- Environmental risks (fire, storms/flooding...)

2 Rank them according to

- Likelihood (1 – 3)
- Impact on business (1 – 3)

3 Which precautions can you take for the most likely and severe threats?



Make a list of different kind of threats for your business you can figure out. Take help of this examples.

Then you rank them in how likely it is that these threats will occur and which impact they might have on your business. Low to high (1-3)

Something that is 3 / 3 – very Likely and will have very high impact for your business, you ought to take precautions for immediately. They might be disastrous for your business. Also the opportunities ranked 2 / 3 and 3 / 2 and perhaps also 2 / 2 are worth plan precautionous actions for.

Weakness

Analyze the weaknesses and act on them.

- You as a leader – None is perfect.
 - Be open with your weakness. Don't hide it. Ask for help!
 - Delegate to someone that may do it better. They will shine.
- Your staff – None is perfect.
 - Train, motivate, involve them in the situation, reorganize the work.
 - Hire someone more qualified person.
- The quality of your products/service.
 - Improve the Product design/Production method. "Go and see"...
- Delivery on time.
 - Follow up. Find root cause. Continuous Improvement step by step.
- Customer relations
 - Rectify customer complaints in an surprising kind way.
- Level of your prices.
 - Add some extra benefit to make it more priceworthy.
 - Take away some not appreciated costly service
 - Make it more easy and smooth to use or bye your product/service

The fourth area is the weakness of your business. You ought to turn them into strengths! Take help of these examples.

Coaching questions

- Which gifts of yours are the base of your business?
- Who will you take help of doing a SWOT analysis?
- Do you see any special opportunities to plan for in the near future?
- Do you see any special threats that might be disastrous for your business?
- Which is your most important weakness? How to turn it into a strength?

Discuss these questions with your coach.
God bless you in developing your business.