

The Evans Group LLC



A Dozen Things That Go Wrong With A Business

1. **Losing Focus.** Keep the Main Thing the Main Thing©. Do not “blindly shoot bullets.” Stay focused on what you do best. If you sell hamburgers, don’t over-expand the menu and forget your core “hook.” Do not confuse efforts with results.
2. **Keeping unproductive people on the payroll.** Fire those that are not productive, even if it’s family.
3. **Not hiring the best people.** Hire and pay for the best. Hire people that surround ownership (you) that do “sector” jobs better than you do, so that you can be freed up to “run the company.”
4. **Not setting accountabilities.** Set accountabilities for yourself and all of your staff. Set strict and “right” deadlines/timelines for completion of work. Communicate changes.
5. **Multi-tasking.** The human brain can only handle up to 5 pieces of input at one time. Multi-tasking beyond this limit becomes “spinning.”
6. **Not knowing which revenue stream in your business is profitable.** Businesses hide facts from themselves. Each revenue stream of a business must be profitable, OR businesses must know that an area is not profitable and have reasons it is this way, or to fix it.
7. **Not having employee incentive programs.** Employees need incentives to perform. Huge pay for doing more than is expected. Share the additional wealth.
8. **Not having accurate business plans with clear objectives and timelines for execution.** Business as usual breeds flailing.
9. **Not getting smart business.** Getting business is not the issue. Getting smart business is key and executing to plan.
10. **Ignoring worsening situations.** Always assume the negative. When business is good, imagine it bad. When business is bad, analyze what else could go wrong. Businesses fail most by ignoring worsening situations, or responding to bad situations with “fast band aids” and non-analytical responses.
11. **Trying to “be everything” to everyone.** Owners of small businesses try to “be everything,” thusly doing little right. Focus on your strengths and surround yourself with great staff members that share improved business profits with you...by incentive.
12. **Being completely unaware of the importance of PPR** (Personnel Productivity Ratio).