

Biz Buzz



The Biggest Impediment to Small Business Success is The Small Business Owner

Having coached over a thousand independent professional and small business owners, the most consistent impediment to success I have found is the small business owner themselves. How could that be? It's a human wiring issue. You see, for most of us, the ideas we have, when they're in our heads, make perfect sense. When as employees, we collaborate with colleagues and work teams, we get to share our ideas with others, and their objective input and constructive criticisms take our ideas from "free radical thoughts" to "fully baked concepts." That valuable exchange tends to be overlooked by busy entrepreneurs and small business owners who tend to lack both objective peers and the time that a peer review takes.

Free radical thinking that remains unexposed to objective scrutiny tends to congeal into what passes for fully baked concepts. Ideas that sit in their creators' heads for long enough become so familiar that they are implemented without their shortcomings ever being noticed. When they fail to deliver the results that were expected, they are discarded with disappointment, disgust or even anger. Which is really not fair, as even acknowledged geniuses have a significant idea failure rate (Thomas Edison had a huge number of failures before inventing a light bulb that actually worked).

So the problem is not with the person who originated the idea, it's with their inability to be objective about it. Just think, have you ever met a parent who described their child honestly and accurately? Most people don't like how they look in photos or videos or sound on the answering machine, because it doesn't fit their inner perception of how they look or sound. So when we implement ideas that seemed viable when we thought of them, why are we surprised that they show up differently when they are exposed to the world?

This very human inability to be objective about "our stuff" can really destroy a small business's marketing efforts. Small business owners can avoid these pitfalls by creating a network of objective, honest peers to review new ideas before they are cleared to enter public domains.

An in-demand speaker and host of *The Many Faces of Coaching™* weekly talk show, Rosemary Davies-Janes founded her Personal Branding firm, Miboso, after working on brand development for some of the world's biggest brands. Since 1998, she has helped over a thousand individuals develop Inspiring Personal Visions and Authentic Personal Brands. www.miboso.com



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■ The True Spirit of the Season

A unique corporate gift is hard to find. Who do you buy for? The whole office, or just your contact in the organization? A donation in your client's name to a charity that is meaningful to you, or your client, with a personal note about the organization and why you chose it would be remembered and appreciated more than any basket of fruit. Here are a few ideas:

Canadian Feed The Children

Feed a young mind.
www.canadianfeedthechildren.ca

Operation Eyesight

A gift of eyesight for only \$30.
www.operationeyesight.ca

Sick Kids Foundation

Help give the future to a child.
www.sickkids.ca

Camp Trillium

Send a child to camp.
www.camptrillium.com/intro.html

World Wildlife Fund-Canada

Adopt a tiger, turtle, panda, or elephant - even a forest!
www.wwf.ca

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