

# MY BUSINESS PHILOSOPHY

Bob Glenister. CopyLeft 2003

## OVERVIEW

**Strategic:** carefully analyse the current situation on a dynamic basis. Listen carefully to the customers, competitors, politicians, friends and relatives. Discover trend lines, weight each trend line and take the necessary corrective action. Watch closely for concurrent, diverging and converging technologies. Be aware that there is always a better way to do what you are doing; endeavour always to identify what this is. Someone else will.

Understand the market is maturing faster than you are. Leap frog when you need to.

Maturing:

1. Means lower costs for your competitors, cut yours accordingly.
2. Means a change in the Status Quo adapt or die.
3. Different, New and exiting ways are invented everyday watch and learn.
4. Offer something unique (differentiation)

This provides a buffer while you adapt to the market. Most importantly remember nothing remains unique!

**Staff:** The power of the shared experience, empower the staff with the techniques to learn and more importantly to teach. Non team players to be weeded out or forced to change. Make your hero's those who teach others not those that create empires. Love them for the human beings they are, but love them without spoiling them and most importantly do not take the easy way out, love them enough to criticise them. Always expect excellence from them, to do less, is to undervalue yourself and to meander into mediocrity.

**Profits:** Lets take the tangible first; money. Build it brick by brick but be sure it's earned. Do the job right, and if you did not, give the profit back or fix

it so you deserve it, even if this means, paying more to fix it than the original profit. Never make profit a god. This god is a most unforgiving one and will destroy your humanity in a wink of an eye. Supply the customer not what he wants or what will maximise your profit supply him what he needs even if this means sending him to your competitor for a solution. Never undermine your value add. If you add value take something from the customer even if all it is, is his friendship, doing this creates a balance, not doing this creates imbalance that ultimately you will pay for tenfold.

Understand that profit is a measure of the value you as a team add to society take your share, but limit your greed. Greed is the commander of the Profit god and is by far the most demanding and he will slowly remove your heart piece by piece. Leave therefore the profit in the company and add value for the coming generations by investing in productive assets that assist them is building what you started and remember always, that you are insignificant in the larger scheme of things and that if society sees no value in what you offer, it will reject you. Weed out those who have made Greed their god they are going to waste your energy if you try and change them.

**Profits:** Intangibles. (The scientist would argue that if you cannot measure it, it does not exist.) Human growth: create an environment that encourages and assists the growth of those who work for you and for those who cross your path, both in skills and human development, in so doing you will grow, again expect excellence.

*Weed out those who are both too lazy to make the commitment and too selfish to understand that it is in giving, that we receive.*