



LOCKHART
business
advisors



... Advising for Your Prosperity ...

Survive or Thrive – or Neither



“It is not necessary to change. Survival is not mandatory.” – W. Edwards Deming

Sometimes when I visit with business leaders & individuals and the conversation turns to change, I get the impression that people are content with survival. They talk about change like it's something for people who are inherently more creative or have more resources or are some kind of Steve Jobs-ian genius. They rationalize that what they have now is what they want and they aren't interested in anything more, so therefore there's no reason to change. Their current level of success is enough.

There's a problem with that. Even if you're completely satisfied with your current level of success, it's not sustainable by continuing to do what you're already doing. If your business is doing the exact the same things the exact same way today as you were 6 months ago (or less!), you're already behind. That level of success you're supposedly so happy with is crumbling with each day that goes by.

You can't maintain that success by not changing. You have to change just to stay in place. You have to change just to cling desperately to whatever you have now. You have to change just to make sure everything you've worked for doesn't slip away.

And I can't speak for you, but to me, 'cling desperately to whatever you have now' doesn't sound like what I'm looking for from my business. Don't you want your business to grow? Don't you want your business to be everything it can possibly be? Aren't there things you would like to see improved? The ability and willingness to adapt as the world evolves is the bare minimum requirement for survival. The ability and willingness to create change in advance of the world's evolution is the bare minimum requirement for reaching your full potential, whether it be as a business or as an individual.

So you really have three choices. You can make change as the world requires it of you. Or you can anticipate and create change that helps your business to become something more than it is today. Or you can be satisfied with where you are and eventually cease to exist.

☎ 02 6766 4288
admin@lockharts.com.au
www.lockharts.com.au

PO Box 1627
Lvl 1, 11-15 Dowe Street
TAMWORTH NSW 2340

Principal: Wayne Lockhart B.Fin.Admin, FCA, Grad.Dip.FP
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Matt is a director of Cain Ellsworth & Co. LLP, USA. For over fifteen years, Matt has worked with small and mid-size businesses helping them to envision their future and then make it happen. He heads up Growth & Profit Solutions (GPS), a division of Cain Ellsworth.

Change Success Diagnostic



Lba has released a special **Change Success diagnostic** that will assist you in just 5 minutes to determine your probability for successful change in regard to a specific initiative. Click the below link to access the diagnostic and follow **3 simple steps**:

http://www.lockharts.com.au/resources/business_solutions/change

Step 1. Enter your details (so you can be sent a report of your outcomes)

Step 2. Answer 30 simple questions about your business questions using a -5 to +5 scale

Step 3. Click 'Reveal my results' to view your results and be emailed a report highlighting your score and areas to improve

Next Steps

After you have completed the Change Success diagnostic we would welcome the opportunity to discuss your results with you personally. During this brief call or coffee meeting we will identify the key areas for improvement and discuss strategies to boost your probability of change success.

We trust you will find this Change Success diagnostic valuable.

Please Note: The material and contents provided in this publication are informative in nature only. It is not intended to be advice and you should not act specifically on the basis of this information alone. If expert assistance is required, professional advice should be obtained.



www.lockharts.com.au

Wayne Lockhart

B.Fin.Admin, FCA, Grad.Dip.FP

+61 2 6766 4288

info@lockharts.com.au

Level 1, 11-15 Dowe Street
TAMWORTH NSW 2340
AUSTRALIA

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