

11 Critical areas which can contribute to your business failing



1. Lack of CLARITY – Unclear or uninspiring vision



2. Lack of UNDERSTANDING – Unclear about your unique ability and what you are really bringing to the table



3. Impact MISALIGNMENT – When you are unwilling to adapt



4. Bad STRATEGY – Failing to do the right things at the right time



5. Insufficient DEMAND – Not enough customers



6. Insufficient CAPITAL – Not enough free cashflow to sustain growth



7. Poor SYSTEMS – Inadequate or inaccurate process documentation



8. Wrong TEAM – Right people in wrong roles or wrong people



9. Poor COMMUNICATION – Amongst the team - No one knows what matters most and with customers – not understanding what customer's need at each stage of their buying journey



10. Ineffective ACTION – doing ALL that you can, where you are, with what you have and being grateful for ALL things



11. Low level of COMMITMENT – to the process and an inability to persevere and stick with it until they start seeing results – they lack pig headed discipline and determination.

What I have shared is important, but even though you are now aware of the critical reasons most businesses fail, you may not be aware of THE MOST IMPORTANT reason why your business may not be doing as well as it could, right now. If you want to figure it out on your own that's fine, but if you want my help, give me a call -

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