

## 10 WAYS TO LOSE BUSINESS

1. **Don't practice what you preach** – Tell other people what to do but don't do it yourself.
2. **Don't spend time or money improving yourself and your people** – Forget personal and professional development. After all, you know everything there is to know. You don't need fresh ideas and to learn how to run your business more effectively. You love working all hours of the day and night.
3. **Avoid planning at all costs** – Be reactive and do things on the spur of the moment. Don't write lists and definitely do not use a diary. This will ensure you have no time and no life.
4. **Don't exercise & stay fit** – Being unfit and overweight should ensure you'll feel tired and look awful. You'll also be susceptible to sickness. This is a great way to guarantee you won't be able to cope with personal and business pressures.
5. **Spend most of your waking hours at work** – Start work early and stay late. No energy, no creativity, no personal life.
6. **Avoid looking after your clients or customers** – Ignore them unless they contact you. The fact that without them you wouldn't be in business won't matter. Never ask clients/customers what they think about your products/services and the customer service. Better not to know, then you won't have to change.
7. **Procrastinate at all costs** – Avoid making decisions and taking action. This frustrates your people and they'll keep to themselves their ideas to help you and the business, because they know you won't take any action.
8. **Be a know-all** – Avoid asking for feedback. Keep your staff out of the loop. If meetings are called it's only when there's (another) crisis.
9. **Say yes all day** – Let everyone interrupt you all day long. Keep your office door open so people can wander in and talk to you. This guarantees you won't get much work done.
10. **Avoid delegation at all costs** – After all, no one is as good as you. Delegating or outsourcing means spending money.

Source: The Australian Financial Review, 18 November 2006, p17