

Unlocking your business potential

by Blaise Brosnan

YOU ARE the limiting factor in your business?

That's good... Why?

Managing your career or business is not easy at any time. Your success in the future depends on your ability to manage both better.

You are the most important person, but also the limiting factor as you travel your career / business journey. The reason I say that this is actually a good thing for you, is because you have a better opportunity to improve your own capacity than you have to change the other business variables over which you have less influence or control.

We are all products of both our genetic map and our interpretation of the experiences of our life's events to date. The conversations taking place in our heads are influenced by both. These conversations are often criticisms about our past performances and circumstances: fear of standing out from the crowd; wanting to be popular and ultimately fear of failure. They are all limiting our onward journey in life.

You can achieve whatever you want from your career or business provided you want it badly enough. Everything has a price. Are you prepared to pay the price? If you are, you can confidently change your dream into reality. You can determine this by the quality of your inputs to your business and career. You are the most important input.

Your output is a direct result of the quality of your inputs. The improved output which results from this will ensure that you optimise your wealth. The market pays you based on your outputs, not your inputs. It doesn't care how busy you are. It just pays you for the output from that sweaty activity. By internalising the messages contained in my book — You are the Limiting Factor, you will achieve better output in a smarter way.

Clarity of purpose is the first critical link in your future success chain. The challenges and guidance contained within the covers of this book will facilitate you to clarify your purpose. It will help you to focus the lens on your life. You will then better attract the resources and circumstances to make it happen.

You have to take responsibility for your future success. By implementing the guidance given to you in this book, you will start to manage yourself

things for you will radiate out from this enhanced status.

"No man is an island", neither is your business. It has to initially exist and then succeed within its trading environment. This trading environment tends to go in cycles and we are currently going through a dip which appears to be very deep, but this is because of the height that we have fallen from. The one certainty about cycles is that every peak is followed by a dip and every dip is followed by a peak. It is always difficult to call either the top or the bottom of the market, but we can say with certainty that we are much nearer to the bottom of this current cycle than we were some six months ago. This is good news.

I believe that as the owner manager of your business you must understand that you have to professionally manage your business as per the following two time frames:

1. During the current dip.
2. Post the current dip.

I am listing here the critical issues you need to effectively manage so as to ensure that your business is standing and as undamaged as possible at the end of this dip. It will then be fit to optimise the new emerging opportunities as the cycle turns.

1. Manage your cash-flow.
2. Match your operating costs to your realistic anticipated revenue.
3. Use your head rather than your heart in these times.
 - a. Business is a pragmatic

process, therefore you too must manage pragmatically and make and successfully implement those hard decisions, which you might have been shying away from.

4. Pro-actively fight for new business.
 - a. The world hasn't stopped. There is still business out there, so get out there and fight for it.

As the owner manager of your business, you are responsible for its success going forward. You have two choices as follows;

1. Put your head in your hands and use all the negativity out there as an excuse for your poor performance.
2. Start to manage the variables you do have control over and get out there and make it happen.

Many businesses have reached the point of diminishing returns in their cost-cutting tactics. Now they will have to focus on the revenue side of their business equation and put in place appropriate action plans in order to grab a bigger bit of the smaller market. As you know the top figure of your P / L account is your sales (revenue). You have to have a minimum level of sales at an acceptable margin, in order to support your reduced cost base, if your business is to have a future. You are the person responsible to make this happen.

Are you prepared to pay the price necessary for the future success of your business?. If your answer is YES, then start to put in place, plans to increase your management capacity by a factor of 10% under each of the above four critical parameters. If you do this, then you will get a very good return from your increased management investment in this book.

If you have a dream to more successfully build your career or business, this book is a must for you. It contains a unique opportunity for you to gain valuable practical exposure to a range of ideas, methods and techniques which together will both challenge and guide you in your future career and business journeys. By reading and internalising the "angles" of the issues addressed in You are the Limiting Factor, you will substantially increase your own competence for self management and uncap your latent potential. This enhanced self-capacity will better equip you to successfully tackle both the opportunities and the threats out there on your forward journey. The book is available

on the www.mriwex.ie and at all



Jonathan Andrews from Blackwater

Wexford te

by David Gilbert

A BLACKWATER teenager has taken a prestigious prize at the Dublin Show in the RDS this week.

Jonathan Andrews (15) who is a student at St. Peter's College in Dublin won the six- and seven-year-old 142-cent category on Friday last, August 7. This was a major achievement as ponies from all over Ireland compete in four q

Winners: Talbot/B



Winners of the 'Best Dressed Couple' at the Ramsgrange Competition on Thursday evening. (l to r - Louise Talbot (Best dressed couple), Aodhan McFadden (Best dressed lady), Lisa Kav

Truckfest

by David Gilbert

TRUCK FANS from all corners of the country and beyond will be flocking to Enniscorthy this weekend as the East Truckfest 2009 roars into action.

Taking place in the mart on the corner of Dublin Road, this is the second year of the event and it promises to be bigger and louder than last year. Truckfest enthusiasts from all over the country will visit the displays and exhibitions which will feature highly decorated and personalised trucks.

Along with the trucks, which

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All good managers must maximise their own output, while ensuring those around them are contributing to their maximum potential. This book is a must read if you are to achieve its goal.
Denis Brosnan, former Group CEO Kerry Group