



Remember you started your business using your strengths and your strengths are still there. As your business has developed, has your knowledge improved or changed? How can you make sure you're using your strengths to take advantage of new opportunities that might arise?

As a small business owner, it's often left to you to do everything. By remembering what you're good at, and why you started your business in the first place, you can make sure you're using your strongest capabilities to grow or sustain your business.

Don't overlook or take your strengths for granted. Here are four steps you can take to focus on your strengths.

1. Identify what you're brilliant at

Strengths can include skills, experience, reputation, your contacts and circle of influence, your social media following, competitive advantage and your customers.

Make a list of the things you do in your business that make you shine. What brings you the most passion, enjoyment and a smile on your face.

Most businesses start with a business plan which includes a SWOT – Strengths, Weaknesses, Opportunities and Threats. Now is the time to review your business plan and SWOT, Many Rivers clients can contact their local business coach to review these. This will remind you what you're good at, and what you might need help with.

2. Develop your strengths

Joy Thacker, Many Rivers local business coach in Perth WA encourages you to

“invest in yourself. Take the time to up-skill with free online webinars and training”.

Connect with somebody who is even better than you in your industry, they may be happy to share some do's and don'ts. Research and schedule personal development into your diary or day. Make it clear when you will make time to invest in developing your strengths.

3. Make a list of any systems and processes that your business uses

Document any processes, procedures and systems you use. If and when a time comes when you can use other people to do certain tasks, you will be ready to go.

Checklists and instruction manuals are a good way to document your procedures – and make a list of all of the online programs and systems you use day to day in your business. This might include an accounting package like Xero, your website and domain host, who you bank with and the social media platforms you use.

Top 10 Tips

Focus on your strengths



4. Can you outsource your weaknesses?

Once you know the areas you're brilliant at, and the areas you need help with, you'll see the things you might be able to outsource. And you will have all of your systems and processes documented already! Does your business have the opportunity to get help from a book-keeper or administrator to help you focus on the things you're great at? Now you know your strengths, could you share some of your strengths with a potential business in exchange for their services?



Get in touch

Many Rivers clients can contact their local business coach directly or via 1300 626 974.

For new clients, Many Rivers is here to help people start small businesses and grow existing businesses. Visit manyrivers.org.au for more information.



“Remember you started with nothing and you can do it again”

John Brewin,
Many Rivers business coach, Port Headland, WA