

Secrets of systems



Without systems your business is managing you, says Fergus Ferguson

Systems might be the most misunderstood area of business. Yet we know it is paramount to the success of any organisation. Having the right systems in place empowers you with the confidence that your business will run smoothly in your absence. Systems will dramatically increase your business's productivity and profits.

Our definition of a business is 'a commercial, profitable enterprise that works without its owner.' To many of you this might make little to no sense, but think about it – why build a job for yourself when you can build an income stream that keeps on growing whether you're there or not?

Wouldn't you like to say to your staff: "You guys look after things, I am taking a month off!" Simply put, systems allow you to extricate yourself from the business so you can strategise further growth, pursue other ventures or just play golf.

The three biggest blockages we've discovered whilst coaching businesses to success are:

- **Working overtime.** Or to put it another way – your business isn't working, you are. You might not feel

comfortable assigning new tasks to employees, which means you retain everything about the business and 'how to do it' in your head. You believe you can do the job quicker and more efficiently.

- **Business growth will be limited if the business owner personally has to train every new employee.**

Without systems, most owners would most likely not remember what they set out to teach an employee or what they last taught him or her.


- **You did not start a business to become a slave to it.** There's only so much you can add to your to-do list before your time and your health runs out. Just because you think you can do the job quicker and more efficiently does not mean you have to.

If you recognise yourself in one or more of these scenarios, then it's safe to assume you work 'IN' your business and not 'ON' your business. So what is the solution? It's simple – systems, learning to divide and trust. At ActionCOACH, we teach a principle called divide to multiply, which in essence is systemising your business.

There's much to be said about the Industrial Age. Business owners had to introduce systems to cope with the speed with which their factories began producing products. Henry Ford discovered that if he introduced a systemised production line in his factory, he could produce cars at a much faster than normal rate. Industrialists knew the power of the systems approach and they made good use of it.

The four major areas to systemise your business are:

- People and education systems;
- Operations and distribution systems;
- Improvement testing and measuring systems;
- IT systems and technology.

Over the years we have assisted many hundreds of small to medium-sized businesses to introduce systems and the results have been nothing short of stunning. So, start by identifying which areas to systemise and you will ultimately transform your business from a job to a growing enterprise that makes you a leader in your field. All you need are the right systems to run your business and the right people to run your systems. 

Fergus Ferguson is a franchisee of the global business coaching company, ActionCOACH. He is an accredited business coach who assists business owners to significantly grow their profits and develop their entrepreneurial skills. To find out more about business coaching or to receive a complimentary consult and a business health check, call 082 650 0867 or visit actioncoach.com/fergusferguson