

WHY BUSINESS OWNERS ARE LIKE ALCOHOLICS

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The environment you have created for your business in is one of the largest determining factors in the success of your business.

As a business owner, if you want to change the results you're getting in your business or in your life, the first thing you should consider doing is changing your environment. Behavior drives Results and Environment drives Behavior. Consider a person with an addiction to drugs or alcohol (a certain habit or type of behavior) who has decided to get sober. What is usually the first step along the path to sobriety? A clean, safe environment away from the tempting or enabling factors that contribute to the drinking or drug habit.

The same is true for the results you are getting in your business. Your current business environment encourages or enables a certain type of behavior and it's this behavior that is contributing to your current business results in all areas of your business including marketing, sales, increasing or declining revenue, employee productivity, etc. So if you want to change your business results, you must change your business environment. But where do you start?

Just like the alcoholic who decides to get sober, it starts with you. Business owners are actually drawn to the 'high' or 'rush' they get from their current business environment and the resulting drama or chaos, even though most of those same business owners complain about the negative results the business is getting. An alcoholic who denies there is a problem, or thinks they can solve the problem on their own, or does not want to give up the habit, has little to no chance of ever improving their circumstances. And a business owner who denies there is a problem, or thinks they can solve the problem on their own, or does not want to give up control, has little or no chance of ever improving their circumstances.

As the business owner, you must take ownership as the leader of your business. You must decide that you are committed to changing the behaviors that are necessary to improve your business results, and that you are prepared to follow through on whatever course of action is necessary. And just like the alcoholic, you need to enlist the help of professionals to make it happen. As soon as you think you can do it all on your own, or begin to make excuses, or blame somebody else or get pulled back into unproductive behavior, your goals will be sabotaged.

The next step is to create your rules of the game. This begins with identifying and aligning yourself with the values that you hold to be important and you deem are critical for the success of your business, your team and your customers. It is then necessary to identify the top 3 behaviors that are creating the largest negative impact on your business, i.e., not ready to start work on time, quality errors in products or services, failure to follow up on phone calls and then make the right kind of behavior non-negotiable.

And, if you really want your environment and the behavior in your business to change permanently, then you need to facilitate a permanent physical change within your environment. While this may not necessarily mean physically moving your business to a new location,

although it might - something dramatic needs to change in your current physical environment to show that your expectations have changed. Perhaps you switch people's offices, perhaps you repaint the walls. Perhaps you knock down the big, gaudy reception desk and replace it with something more welcoming, perhaps you introduce uniforms or a dress standard. Something that indicates to you, your team and your customers that we are different now and we are not going back.

However, the chances that the alcoholic or drug addict can make the decisions, take the actions and hold themselves accountable to the new behaviors on a consistent basis is very, very low. That is why they enter into programs which educate, support, problem solve and coach the person into a new way of thinking, a new way of behaving, a new way of avoiding the negative influences of the past and a new way of life. So is true for business coaching programs which educate, support, problem solve and coach you as the small business owner to a new way of thinking, a new way of behaving, a new way of avoiding the negative influences of the past and a new way of life.