

10 organizational “Diseases” that will kill your business

Every business has access to the same customers, the same vendors and the same labor force. Some businesses thrive, while others struggle. The determining factor is always the health of the business organization.

The healthy ones understand their market. They are systemized and orderly. They are people friendly and have more loyal customers and keep the good people that they developed. Reliance is on team achievements and does not depend on the performance of a few unique individuals. Profit and growth is just a way of life.

The “Diseased” businesses simply cannot compete on a level field. They tend to lag behind their industry, have cash flow difficulties and eventually go broke or are bought out at bargain prices.

The key is to separating the symptoms from the root disease. Virtually every symptom will trace back to one of the following diseases.

1. Plan-A-Phobia: (The fear of writing and executing a business plan) It is usually the result of:
 - ✓ Believing you can wing it and therefore make changes without being held accountable for any failures.
 - ✓ Not knowing where to start or how to do it.
 - ✓ Not being able to “find the time”.
 - ✓ Not having a future vision, therefore, not having a need to give the business direction.
2. Anorexic leadership: (The inability to hire, develop and rally one’s team to profitably achieve the missions necessary to meet business objectives)
3. Arthritic service: No matter how hard we try, when our people talk to customers they stiffen up. Caused by:
 - ✓ The belief that customers appreciate voice mail or a call routing system.
 - ✓ Too many rules and not enough authority granted to your people when they actually do have a conversation with your customer.
 - ✓ The inability of an organization to act when an extraordinary event occurs.
 - ✓ Simply not putting trained people in contact with customers. Many organizations actually use customer service as a training ground for new employees.
4. Employee Dysfunction (The acceptance of less than profitable performance of one or more employees) This usually occurs when:
 - ✓ There are poor hiring processes or the processes are not followed.
 - ✓ Leadership is Anorexic.

- ∨ Standards are not in place or are not followed.
 - ∨ Management is afraid to take corrective actions.
5. High Stress (The tension resulting from not meeting expectations. It is usually accompanied with long hours and affects non-business activities) Caused by:
 - ∨ Surrounding one self with poor associates.
 - ∨ The feeling you must do everything yourself.
 - ∨ Lack of confidence in the standard operating processes.
 - ∨ A conflict in the value system between yourself and those around you.
 6. Organizational Subluxation (Even with good people, the organization consistently misses its goals) Caused by:
 - ∨ A misaligned organization.
 - ∨ People competing against each other and not the competition.
 - ∨ Everyone going in their own direction.
 7. Profit Slumpitis (The result of not treating one or more of the business diseases infecting your business)
 8. ROI Deficiency (Stems from not having an action plan and accountability for every decision) No monies should be spent without expecting a profitable return.
 9. Sales Anemia (Accepting the performance of sub-standard sales people who are unable to continually beat the competition) Successful businesses hire and develop and keep only the best, while others just accept mediocre performance.
 10. Time Tremors: That sick feeling when you compare the clock to your TO-DO list

My advice is to get or give your business an annual checkup. Use benchmarks in every major facet of your business and compare them to industry standards and/or your own past performance. Average means the industry leaders are passing you up.

If you get one thing from this sketch of business diseases, remember, given enough time any one will cripple or kill your business.

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