

Form slumps can be great

What sports can teach us about recessions

People love to support great sports teams - imagine your business as a member of your favourite championship winning sports team. Sports fans love to back winners and when their team is giving encore producing performances, the fans will keep coming back and filling the seats.

While the team is winning everybody loves it, it can do no wrong, it has lots of supporters and money, and fans even forgive the odd bad performance. They are the toast of the town and everybody wants to be associated with them. Life as a Team Member is great!

But what goes up must come down...

Like every great team or sports person, sooner or later they will hit a “form slump” (recession) and what happens?

Sports fans (like your fans) can often be fair-weather minded. It doesn't take too many lack luster performances before they are ready to move on and back a team that's winning.

Suddenly the loyalty, support and the money disappears, the good players move on and your team is in trouble.

So what happens to the players who are average, less determined?

Those players that were made to look good by the rest of the team suddenly get ‘found out’, their credibility drops and they disappear into the background.

However those players with talent, dedication and determination that want to succeed in their chosen sport go back to the basics and practice, practice, practice. They know that they must get out of their slump ASAP, if they want to survive.

The golfer and cricketer practice their stance, swing and foot work. The soccer, rugby and basket ball players practice their catching, trapping, kicking and passing.

They know the slump is short term and it is up to them to get themselves out of it.

They get fitter, stronger and tougher – mentally and physically - they know that this is the only way out of the slump. In some cases they change sports and “rebrand” themselves.

They know that performance counts and if they want to win the loyalty and support of their fans they need to turn in a consistent string of remarkable and winning performances that really rocks their fans world.

You don't get the benefit of “being” without investing in “becoming”

So is the sport arena really that different to your business arena...

What happens when your business enters a recession or tough times (a form slump)?

The good business owners go back to basics, they train hard, relearn old skills, learn new skills, they get fitter, leaner and meaner, or they move on to another business. And yes, just like sports people, some will decide it's time to retire.

Just like a good player will stand out in any team, a good business will always stand out and make money in any market. In fact, a good business in a bad economy often gets the opportunity to stand out more than they would have in a good economy.

Over time the business performance improves, they start to stand out and they get noticed by their customers. The customers start coming back, and they start to again enjoy the rewards of their efforts again.

Suddenly life is good again – because just like people love to support great sports teams, people also love to support great businesses.

So what type of player do you want your business to be?



or



How to avoid a form slump

Just like a sports person who is concerned about their performance approaches a coach for a diagnosis, fitness test and solutions. In business, it should be no different.

If you feel your business is lacking performance talk to us about our **Business Fitness Diagnosis**.

What is a Business Fitness Diagnosis

It is essentially a 'health check' of your businesses current and future financial positions. It allows us to diagnose your business and offer recommendations and solutions to any weaknesses found and potential business, tax, cash flow and profit issues, whilst maintaining a focus on the overall improvement in your financial performance

Together lets make your business fitter and better