

FIND OUT AND UNDERSTAND : The Key Techniques Of Business Success Whatever your role in your business – whether owner, director, manager, employee – you want see it being more successful. Yet do you find that business life seems complex, that sometimes you can't "see the wood for the trees"? Is this feeling reinforced by the constant pressure that makes you feel that you don't have the time to be pro-active, you're always reacting to events? Does the business world seem full of jargon? Do you feel that sometimes business seems divorced from common sense and the realities of everyday life? Do you want to have a clearer picture about what you should be doing to improve the business performance to achieve more success? **DOWNLOAD : The Fundamentals Of Business Success – What You Really Need To Know** This will give you a clear understanding of the three critical features for success. Being in the right market. Having the right people. Making a return on money invested to satisfy the investors. Addressing each of these effectively has been proven to be the recipe to produce the best results. You will learn some key techniques which you can apply to enhance the performance of the business and increase the effectiveness of your contribution to that success. You will learn how to: Clarify and define your business goal. Analyse your current business performance by using a SWOT analysis. Re-assess what you sell by asking the fundamental question "who will buy and why" – defining the value proposition Identify what is distinctive about what you sell – what is your USP (Unique Selling Proposition). Recruit and train people with the skills, experiences and attitudes to succeed. Motivate, inspire and manage your colleagues to work together effectively as a team. Apply management and financial control over your business performance. Achieve the required profits and cash returns. Mitigate and manage key business risks. **About the Author** Stephen Westwood (BA, FCA) is a highly experienced businessman, who has achieved successes based on the business principles and practices outlined in this book. His formative business experiences were gained in a 10-year period with an engineering company of which he became Financial Director. This company delivered sustained organic growth, floated on the Stock Exchange, bought and sold businesses for substantial cash sums, and was sold to another public company, realising a doubling of value for the public investors within 5 years. He has operated his own business since then, focussed on the creation and delivery of value for shareholders. Key achievements have included - restructure of an IT group prior to a trade sale - restructure of the debt recovery unit of a major utility to reduce headcount and unit costs and to increase cash recovery - refocussing the customer service operation of a major utility to enhance customer satisfaction and loyalty - commercialisation of a medical devices university spin-out, raising IPO funding, securing a global collaboration partner and delivering product accreditation. He has taken on the role of Chief Executive, Finance Director, or interim executive as required. He also has had a broad portfolio of consultancy assignments and has acted as non-executive director appointed by venture capital firms. Business sector experience includes manufacturing and engineering, medical devices and informatics, retail energy, IT systems and solutions, renewable energy and clean technology, and digital technology. This includes US and European markets as well as the UK. The size of business has ranged from start-ups to major public companies. He has delivered training to businesses based on the three principles of business success – providing relevant, realistic and down to earth, practical know-how. He is now engaged as Chairman and shareholder in developing three emerging businesses in digital technology, and energy efficiency.

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