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- **HARD WORK**
 - **HEART**
 - **HONESTY**
 - **HONOUR**

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- **Education**
 - **Motivation**
 - **Determination**

- **Education**

1. **Knowing your needs**

2. **Setting your goals**

3. **Learning from experience**

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- **Knowing your needs will help**

REACH YOUR TARGET

- ✓ **Determine your action**
- ✓ **Focus your efforts**
- ✓ **Limit your expectations**
- ✓ **Define your scope**
- ✓ **Look for right inputs**

- **Setting your goals**

- ? **How to define**

- ? **Where to start from**

- ? **What to do**

- ? **Who to speak to**

- ? **When to realize**

- **Learning from experience**

- > **Do you watch other people's performance?**

- I am not interested
 - It bothers me to follow the example
 - It is really something I get to know

- > **Do you look back at past experience?**

- Lessons learnt
 - Things to avoid
 - Practices to develop further



NO
WONDER

- **Motivation**

Make a resolution to change

- ✓ New career
- ✓ New environment
- ✓ New orientation

Make a tentative plan

- ? Possible
- ? Impossible
- ? realistic

- **Determination**

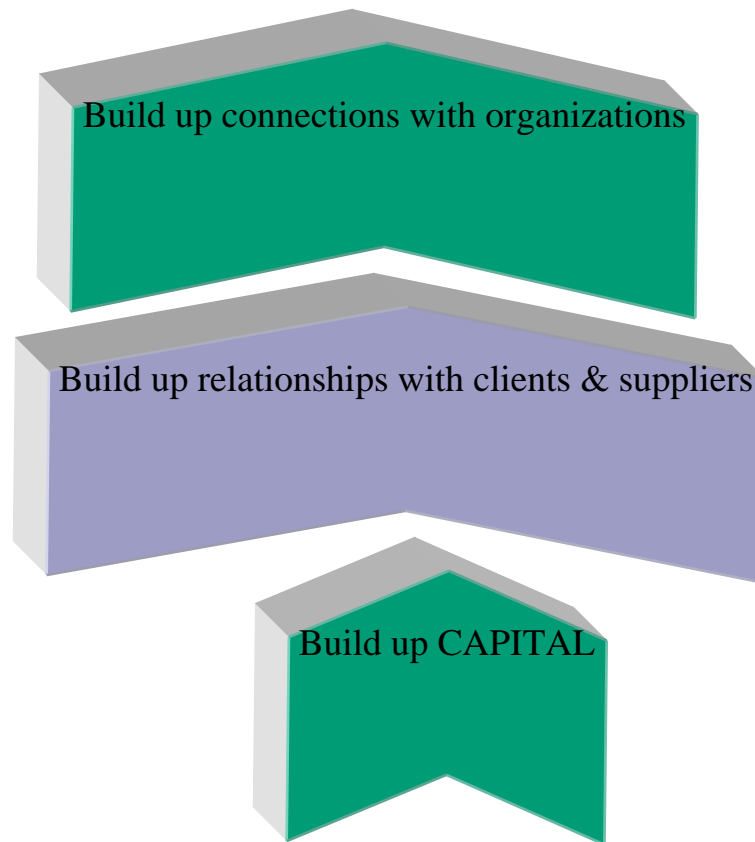
Seek inputs to grow your business

- ⊗ What is good?
- ⊗ What is useless?
- ⊗ What can be used?

Throw down a challenge to yourself

- Set target
- Set timeframe
- Set priority

Case Study



DEVELOPMENT

- **Define your market**
- **Target your clients**

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- **Analyze your capacity**
 - **Weigh the pros and cons**
 - **Advantages**
 - **Disadvantages**
 - **Benefits**
 - **Risks**

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- **Take the risks with a reserve**
 - **Information**
 - **Diversification**
 - **Delegation**
 - **Partnership**

- **Sustainability**

- Competitive

- Consider market price
 - Improve product quality

- Competitive

- Return incentives to regular clients
 - Adjust to new consumer trends

- Competitive

- Re-arrangement of personnel/overheads
 - Exploration of new ideas

Next steps:

- **Improve your skills**
- **Develop your human resources**
- **Develop your (new/revised) line of business**