

THE START UP BIZ SURVIVAL KIT

A soldier in tactical gear, including a helmet and a vest with multiple pouches, is holding a rifle. The soldier is positioned on the right side of the image, facing left. The background is a dark, textured surface with a diagonal yellow band running from the top left to the bottom right.

THE TOP 10 BUSINESS TIPS To Help Your Company
SURVIVE and THRIVE in tough times!

JAN OKONJI

INTRODUCTION

I wrote this booklet on a whim. It had been brewing in my mind in various stages of scattered inspiration. *How can I put this stuff into something relatable to business people while keeping it fun?* Was a question burdening my mind. It was never about writing a booklet, it was more about providing REAL and POWERFUL solutions to people making money off business ideas. Solutions that stood the test of time.

In my head the 4 toughest people on Earth are fighters, athletes, soldiers and mothers. I had to use one of those groups for a business analogy. I chose the soldier.

Whether you are a Business person, Self Employed or Entrepreneur I trust you can pick out something here worth applying. *SUCCESS ON YOUR MISSION!*

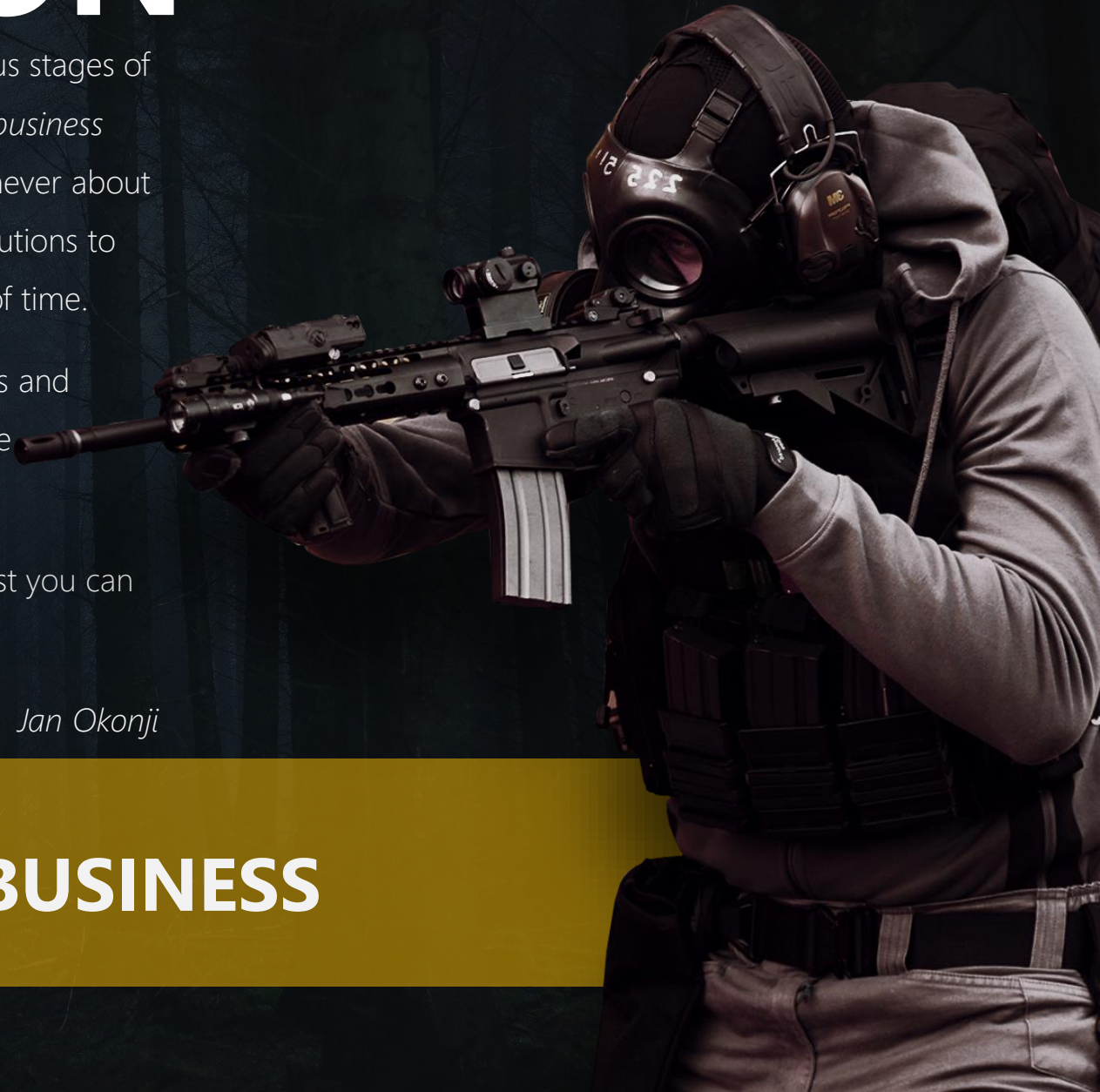
Jan Okonji



MINDSET



BUSINESS



HOW TO USE THIS **SURVIVAL KIT**

This booklet is divided into 2 Main parts:

- **SECTION 1: MINDSET**

You cannot go to war without preparing your mind for battle. You cannot go into meaningful business with a fixed mindset. Here we delve into **5 POWERFUL HABITS** that can radically change your mindset to achieve business success.

- **SECTION 2: BUSINESS**

Once we have worked on ourselves, it is only logical that we work on the components of our business with a renewed frame of mind. This part of the **5 KEY AREAS** any businesses must focus on to thrive.

EACH CHAPTER IS DIVIDED INTO 3 MAIN AREAS:

-
- ✓ STORY
 - ✓ LESSON
 - ✓ STRATEGY

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The right mindset is crucial for a powerful destiny.

Our beliefs, habits and character determine what we get out of life.

02.

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Why are we in business and what does it take to get your business started on the right footing?

Let us look at the main ingredients for this.

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Extra resources for your battle arsenal

4 Keys to completing goals

My 3 POWER Books

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Motivation and a call to action



MINDSET

1

Embrace the genius in you that makes you step out and follow your dreams

Develop your natural gift to connect with others in a unique fashion

PASSION

01



POSITIVITY

Seize the day and learn to trade negativity for positive outcomes daily



02

03



PURPOSE

Understand the central motivating aims of your life—the reasons you get up in the morning

POWER TO BOND



04

05



PERSISTENCE

Learn to stick to your course of action in spite of difficulty or opposition

Embrace failure and challenges as teachers



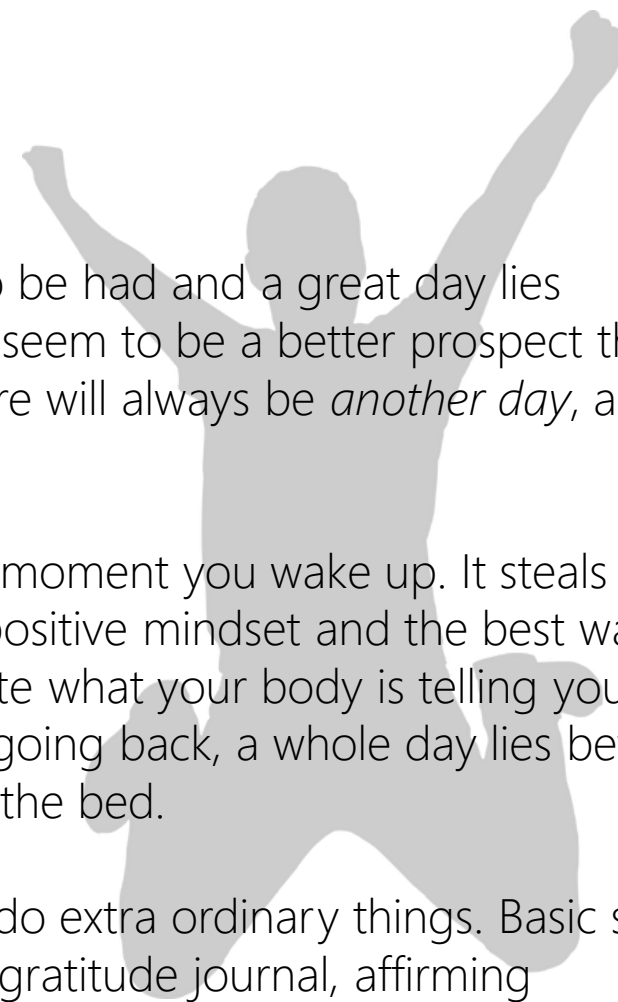
Habit 01

POSITIVITY

Ever had those mornings when you know in your gut there are massive opportunities to be had and a great day lies ahead but the warm blankets, the chirping birds and the cold grey dusk of the morning seem to be a better prospect than getting up? It happens to the best of us: apathy. A sense of laziness and feeling that there will always be *another day*, a next time.

That's how average looks. It not only creeps into your persona, it enslaves you from the moment you wake up. It steals your dreams before they can see the light of day. See, the best solution for apathy is a positive mindset and the best way to cultivate that is by ACTION. **Action is the cure all.** Get up with a purpose, move despite what your body is telling you. The battle is won in the first 6 seconds of getting up. Plus when you get up, there is no going back, a whole day lies before you and is yours for the taking. No more spending lost hours in the graveyard of goals: the bed.

There is no such thing as extra ordinary people, only ordinary people brave enough to do extra ordinary things. Basic stuff like waking up when everyone is asleep, hitting the weights, meditation, reviewing your gratitude journal, affirming yourself in the mirror, scanning your vision board and taking an ice cold shower – all within an hour when the average joe is on his or her ninth dream is what sets your mind and body apart from the rest. It is rituals in this vein done painstakingly over and over in a disciplined and consistent manner that changes you from the inside out and gives you the impetus to develop a business that will thrive. *For how can your business thrive if your mind and body struggle?*



LESSON

Live the Life of Your Dreams: Be brave enough to live the life of your dreams according to your vision and purpose instead of the expectations and opinions of others.

Roy T. Bennett

Own the day, own your life.
Treat each 24 hours in a day like it is all you have. Prepare your mind for this. Buy a journal and start documenting your new life.

Tip 1

Early to bed, early to rise.
Start getting up at 5AM and develop a set of rituals you can do in an hour to get you amped for life !

Tip 2

To develop a positive mindset you need to get rid of the muck. Curate your social media feed to only have empowering stuff and drop negative friends.

Tip 3

Develop a healthy reading culture, watch inspirational feeds, watch what you put into your body and work out. Flood your mind with positive mental imagery.

Tip 4



STRATEGY

Step 1

Before you take the full plunge into your POSITIVITY JOURNEY make sure you have your weapons: a journal, your annual goals written down, a book, affirmations, a vision board and an accountability partner



Step 2

Have a War Manual to guide you. John Assaraf's *The Answer* is a great book for business people seeking to use the positive mindset and all it entails to build a successful business. GET THE BOOK.



Step 3

Track yourself and set realistic goals. You will fall but learn from that and get up, again and again. They say it takes 21 Days to form a habit and 90 days to make it a lifestyle? There you go: 111 days of early morning habits. **10**



Habit 02

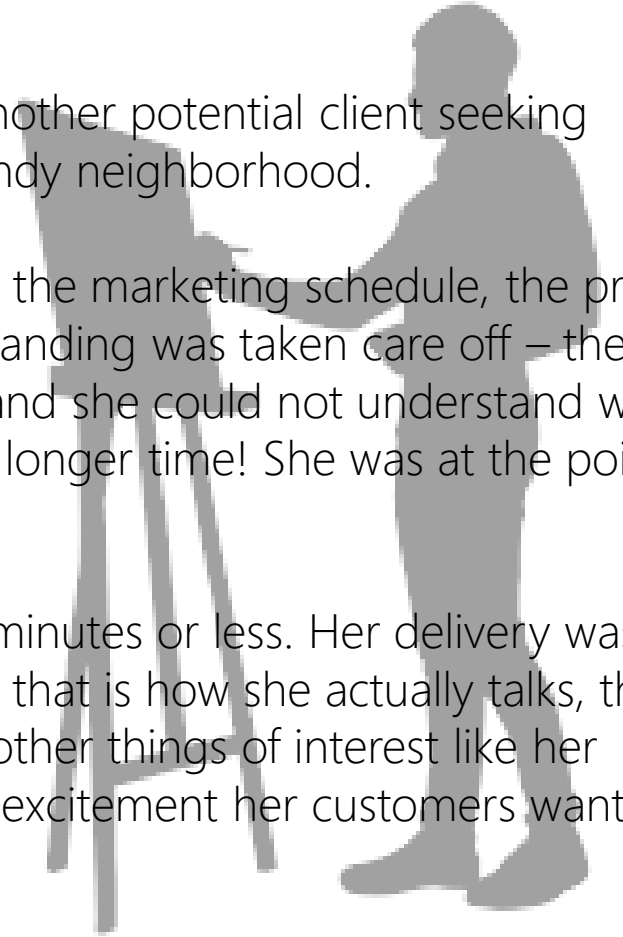
PASSION

I was just about to step out for lunch when she walked into the office with her friend. Another potential client seeking business consultancy advice. She had an impressive art piece distribution outlet in a trendy neighborhood.

Her challenge was simple really: she had all the chess pieces in place: the business plan, the marketing schedule, the prime location, she even had a franchise running so a lot of the heavy work like pricing and branding was taken care off – the thing is the guy next door who was running a competitor franchise was out selling her and she could not understand why. I mean, she had a superior product at a lower price plus she had been in business for a longer time! She was at the point of giving up on her business all together as a result.

I asked her to do a demo pitch for me, to convince me to buy her products in about 5 minutes or less. Her delivery was lackluster and devoid of enthusiasm. I asked her where her energy was and she told me that is how she actually talks, that it is her personality and she is not much of a 'people person'. We started talking about other things of interest like her children and she instantly lit up with excitement at which point I told her that that is the excitement her customers want infused in her product. That people resonate with *that* over a product any day.

Passion. Fire. Enthusiasm. The customers love it. If you love your product you will be passionate about it and the sheer energy of your authentic ambition will lure paying clients to you like an invisible magnet.



LESSON

Most people know what to do, but they don't do what they know - because they haven't found their inner drive. Their passion.

Tony Robbins

Embark on a personal SELF AWARENESS journey and try and list down 10 things you are really passionate about

Tip 1

Research (Google, ok?) on ways you can actually monetize on these things and drill down to the TOP 3 in the list

Tip 2

Step out of your comfort zone (some exercises on the next page) and create social media posts about your no. 1 passion from the list of 3

Tip 3

Have FUN while you are at it. Remember, you are doing what you love and getting into the flow of it. Money will follow over time.

Tip 4



STRATEGY

Step 1

Understand this: Our **passion** is **what** we want to do naturally, not **what** sounds good or **what** others want us to do. **Passion** is the fuel that drives us to get out of bed in the morning; it moves us toward our goals.



Step 2

Read Anthony Robbins' *Awaken the Giant Within*



Step 3

Be **PATIENT** as you apply these tips and strategies. Self doubt and fear are constant companions and learning how to manage them does not take 1 day.





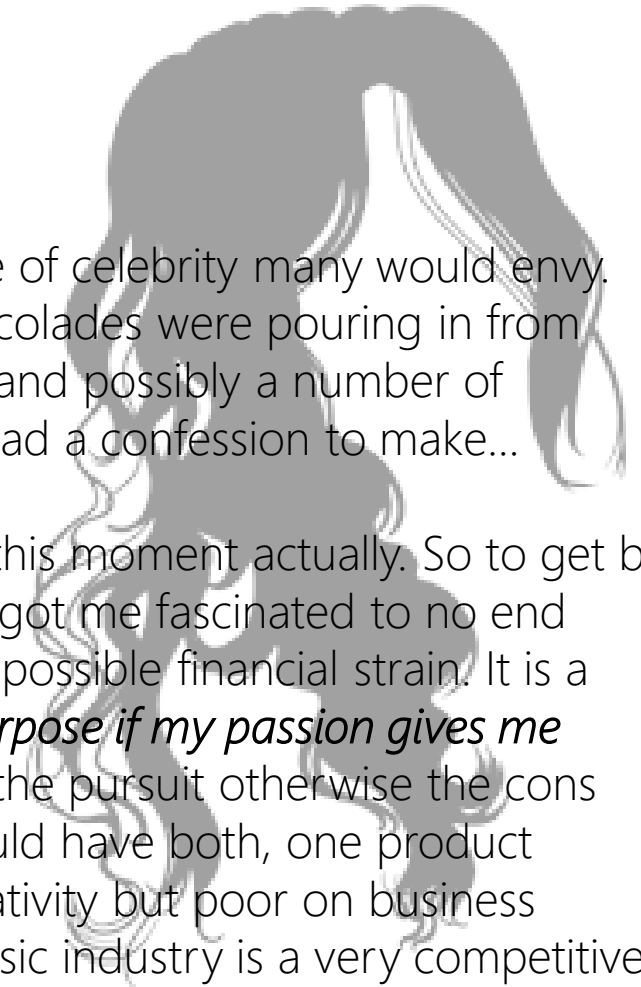
Habit 03

PURPOSE

I had a very interesting conversation some years ago with a friend who was riding a wave of celebrity many would envy. She was at the top of her musical game and at the time the top feted artiste in Africa. Accolades were pouring in from everywhere and she was on the cover of a number of dailies. She had proven to herself (and possibly a number of naysayers from her past) that talent can indeed trump a traditional career path. But she had a confession to make...

'The awards do not pay. I cannot survive on my passion. I am not sure of my purpose at this moment actually. So to get by I am doing another thing I have a passion for: I am selling natural human hair, weaves.' It got me fascinated to no end trying to reconcile the different passions and how one was chosen over the other due to possible financial strain. It is a common story and one question I get asked a lot is: *can I choose my passion over my purpose if my passion gives me more money?* Well, pursuing money is always welcome in my book but you have to love the pursuit otherwise the cons may far outweigh the pros. In the case of my friend I was left silently wondering if she could have both, one product endorsing the other? If maybe her mistake was that her musical career was heavy on creativity but poor on business strategy? If along the way, talent was given more focus vs growth – because, hey...the music industry is a very competitive place. *Did these contribute to her Achilles' heel?*

I could not and still cannot make sense of it but I do know this: if one indeed finds their purpose and lives it with an authentic passion, then the money will and does come. You can have both. You can, with the right guidance and perspective have a balanced and fulfilled life.



LESSON

When purpose is not known, abuse is inevitable

Myles Munroe

Question 1: What do you love, what do you really **LOVE** that you can do for free without any consideration for pay?

Tip 1

Question 2: What are you **GOOD** at? Of all your talents, which is the **ONE** that stands out most in your eyes?

Tip 2

Question 3: Research, understand without bias. What does the World really **NEED** right now? How can what your good at solve this?

Tip 3

Question 4: Last but not least, how can you **MONETIZE** the solution you are providing?

Tip 4

STRATEGY

Step 1

Understand this : Many believe purpose arises from special gifts and sets one apart from other people – though that is not the only factor. It also grows from our connection to others, which is why a crisis of purpose is often a symptom of isolation. Stop isolating. Get out there more.



Step 2

- ✓ Read books
- ✓ Heal others vs hurt
- ✓ Tell your story, speak up
- ✓ Listen to personal feedback
- ✓ Cultivate gratitude in your life
- ✓ Build community beyond family



Step 3

Appreciate that **PURPOSE** unlike **PASSION**, will take time to zero in on and is revealed to you to the extent that you interact with and impact others - for them, not you.



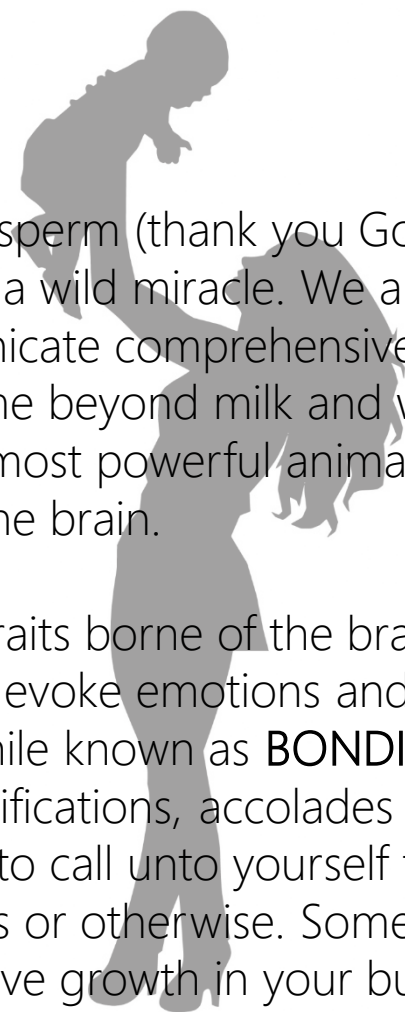


Habit 04

POWER TO BOND

The human being is a fascinating creature. If you're reading this you beat about 100 million sperm (thank you Google) to be conceived against a one in twenty chance that one time. One in twenty! Being human is a wild miracle. We are born the most defenseless animal – nearly blind, hairless, toothless, immobile, unable to communicate comprehensively, cannot ingest anything beyond breast milk and worse still our greatest hope of evolution at that time beyond milk and warmth? Sleep. Hours and hours of sleep. Despite these interesting beginnings we develop into the most powerful animal on the planet guided by a powerful computer encased in our skulls, a wriggling grey mass called the brain.

I went that far back so that you can understand that within us is one of our most powerful traits borne of the brain nonetheless. This power? The ability to **CONNECT** in a dynamic fashion to our own kind. To evoke emotions and push our fellow humans to act in our interest and in theirs as well by the merest of suggestion. Erstwhile known as **BONDING POWER**. The power to bond is like networking on steroids. It is not based on academic qualifications, accolades or fancy abbreviations preceding a name. No way. It is more than that. Bonding power is that ability to call unto yourself the right people, powerful and influential people – to help you achieve your goals, personal, business or otherwise. Some people call it charisma. That's more palatable, I guess. All I know is that if you want to achieve massive growth in your business you cannot do it in isolation and further, if you require a certain caliber of people to help you achieve that growth you will have to get adept at **ATTRACTING** that type of person to yourself. Like attracts like. You will have no option but to evolve beyond mediocre.



LESSON

Nearly all SUCCESSFUL PEOPLE have in common an extraordinary ability to bond with others, the ability to connect with and develop rapport with people from a variety of backgrounds and beliefs.

Envision the person you want to become or think about a person you admire. Write out what their day-to-day looks like from morning routine to lifestyle.

Tip 1

Now write out what your day-to-day and morning routine looks like **CURRENTLY**

Tip 2

What would it really take to convert your life into that life you see?

What key changes would you need to make to get there?

Tip 3

Picking from Tip 3, make a list of 5 things you consider really hard that scare you when you think about committing to them. e.g. diet, exercise, public speaking.

Start doing them

Tip 4



STRATEGY

Step 1

There is a reason the 4 Tips in the previous page follow the pattern they do. It is a way to build your self esteem and self worth. Journal Tip 1 to 3 in detail. Strategy 1 is to ensure you do Tip 1 to Tip 3.

Step 2

Read *Outliers* by Malcolm Gladwell

Take note of how charisma / bonding power contributes to one's destiny.

Step 3

In the previous page you listed 5 hard things that scare you. Do 1 every day for the next 1 week and journal the outcomes. Use this as impetus to take on the other 4, apportioning each for a week.

🎯 Habit 05

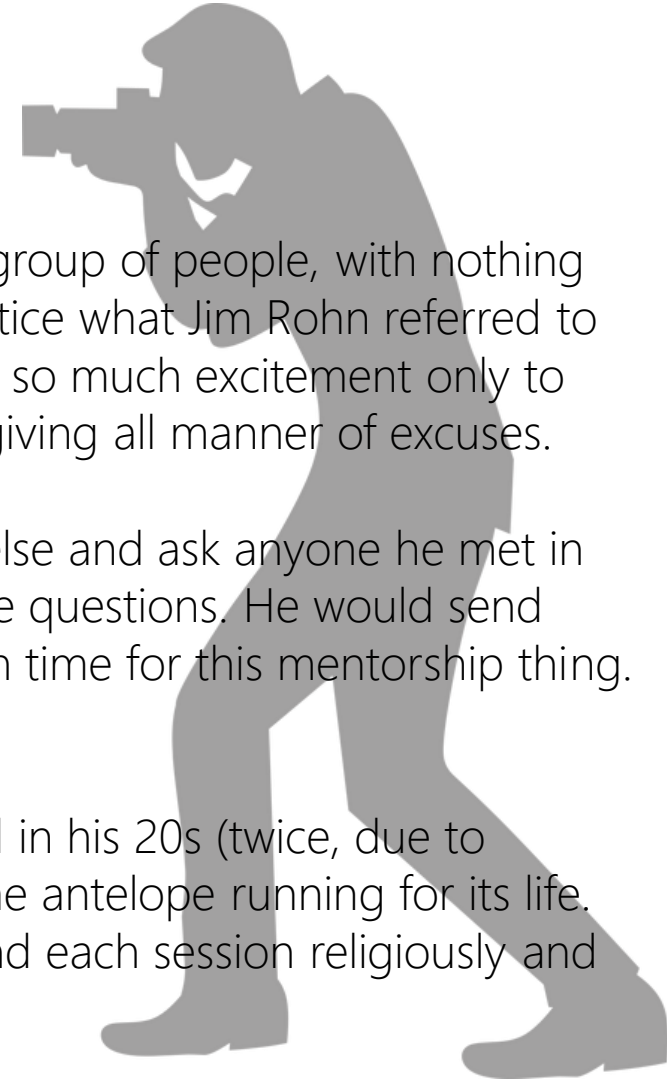
PERSISTENCE

My wife had a business mentorship program she used to run for a year. She would pick a group of people, with nothing but big dreams and mentor them once a month for 5 hours. During this time I saw in practice what Jim Rohn referred to as the *Law of Diminishing Intent*, you know...when attendees start off with so much energy, so much excitement only to slowly start dragging their feet, coming to the sessions late or skipping them all together giving all manner of excuses.

One gentleman stood out from the rest though. He would come in hours before anyone else and ask anyone he met in the lobby numerous questions. He would stay in long after class and read up and ask more questions. He would send emails, make calls, leave texts. It got a bit irritating too. I asked him why he puts in so much time for this mentorship thing. His response was gold, 'I want to get so much more than what I paid for.'

Here was a young start up, a dreamer. He also had run out of options. Married, retrenched in his 20s (twice, due to company closures) and three children down the line. Success was not an option. He was the antelope running for its life. He wasn't the lion running after a meal. That need to succeed made him consistently attend each session religiously and on time despite being low on cash. He was persistent.

Years later and a couple of millions to boot under a thriving photography business he still has the same drive, asking the same questions and consistently showing up because I guess, he still wants to get so much more than what he paid for.



LESSON

Success is stumbling from failure to failure with no loss of enthusiasm.

Winston S. Churchill

Build Focus over 21 Days.

Practice awareness. Give your full and 100% undivided attention to tasks around the home.

Tip 1

Build Habits by chunking them into smaller actions over longer periods of time e.g. if you want to get to the gym, do very light weights but go more often. Develop the habit, the activity will follow.

Tip 2

Track progress.

Keep a journal and write down the progress you are making on a daily basis. Reward yourself for each improvement, big or small.

Tip 3

Do not shout about it. Beware the false growth mindset.

You will fare much longer in developing persistence when you do it for YOU and not for those around you.

Tip 4

STRATEGY

Step 1

Before you can develop persistence and achieve success, first identify your wants or desires. Write down specifically all the things you want to have or accomplish. List down all your desires and wants, no matter how impossible they are to achieve in the moment.



Step 2

- ✓ Determine what MOTIVATES you
- ✓ Develop a strategy to define WHY this matters to you, HOW you will achieve your goals, and by WHEN.



Step 3

- ✓ This will be a recurring theme: develop a POSITIVE MINDSET
- ✓ Surround yourself with an accountability team or partner





BUSINESS

2

People do not just buy products. People buy people. The culture, values and habits in a company.

Develop the right growth stack for your business that you stick to on a weekly basis to grow your overall brand



Customers are not just people who must buy your product or service. They are human beings who want to be understood.

Learn how to tap into your most creative self and keep your business fresh, exciting and innovative

Form a habit of constant communication to enhance credibility and visibility of your brand.

Key 01

CUSTOMERS

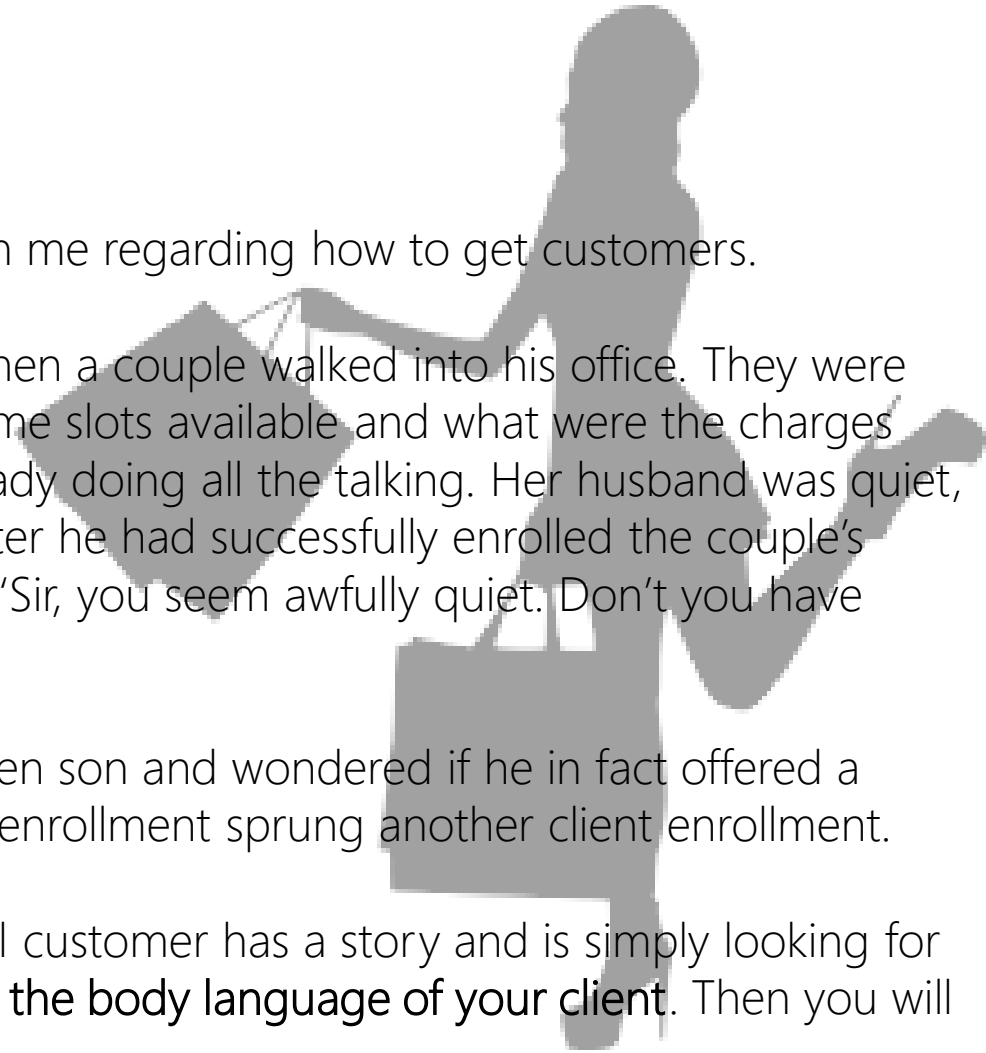
One of my business mentors told me a story that left a powerful impact on me regarding how to get customers.

He was in the process of enrolling students for a course he was offering when a couple walked into his office. They were interested in bringing in their daughter for his training and did he have some slots available and what were the charges and so on. At this stage it is worth noting that from the couple it was the lady doing all the talking. Her husband was quiet, almost indifferent. My business mentor noticed this body language and after he had successfully enrolled the couple's daughter thanked the couple and then turned to the man and asked him, 'Sir, you seem awfully quiet. Don't you have anything to say?' That was all the man needed.

The husband opened up about a learning challenge they had with their teen son and wondered if he in fact offered a learning module for teenagers too (which in fact he did!). From one client enrollment sprung another client enrollment.

My business mentor ended the story with powerful advice, 'Every potential customer has a story and is simply looking for someone who gets them. **Learn to listen with more than your ears, look at the body language of your client.** Then you will find the teenager.'

Our mental view of a client may be one of a shopaholic when in reality all a client is, is someone looking for a connection.



LESSON

One customer, well taken care of, could be more valuable than \$10,000 worth of advertising.

Jim Rohn

When meeting or engaging a potential client provide a

SAFE PLACE

Give your clients an environment where they can open up in confidentiality.

Tip 1

Develop **LISTENING SKILLS**

The art of listening is not common. More often than not we listen to respond.

Learn to empathize with the customer and GET THEM.

Tip 2

Develop the mindset of a **SOLUTION MANAGER** vs **PROBLEM IDENTIFIER**. Do not just identify gaps or problems but further provide solutions and then **ACT** on those solutions.

Tip 3

As you develop your product think of 3 things you can give your customers for **FREE** before you ask them to buy.

Develop a habit of giving **VALUE BEFORE A SALE**

Tip 4

STRATEGY

Step 1

Understand this: You can have a great product and service that does not necessarily cater to EVERYONE. Relieve yourself of catering to every single person and look for your niche client, your TRIBE.



Step 2

- ✓ Research on your customer niche, their age, gender, location, earning power
- ✓ What Top 3 challenges do they have that your product or service alleviates?



Step 3

- ✓ How will you give value to your potential clients before pushing the sale? What 3 items can you give them for FREE? Get specific. e.g. time is a strong item. Give them time and focus.





Key 02

CULTURE

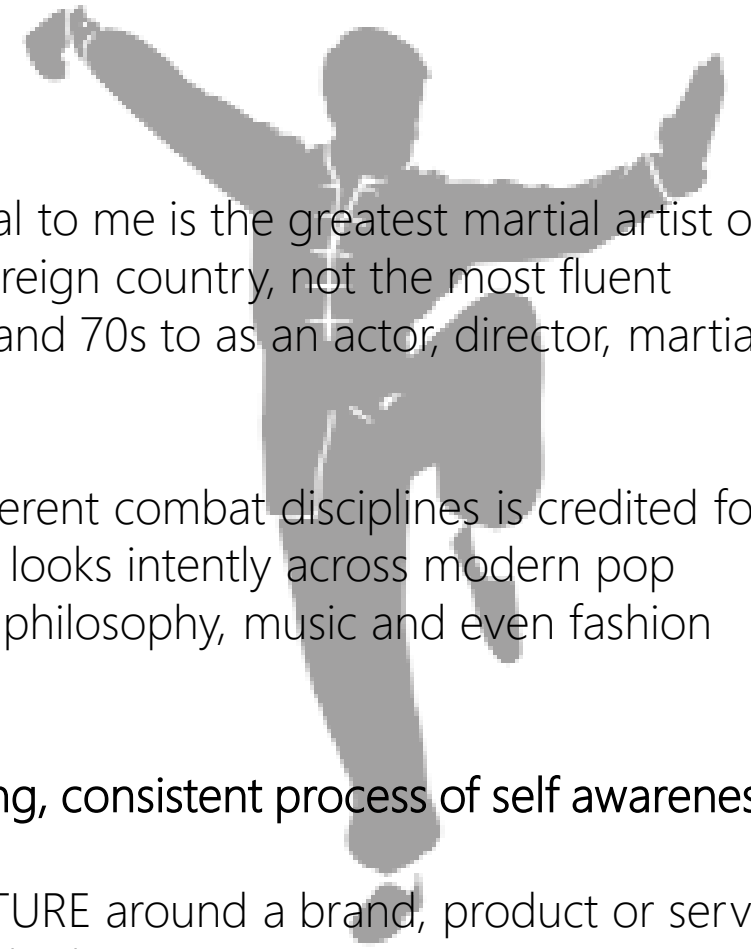
Of all of the entertainers across modern day pop culture one of the most influential to me is the greatest martial artist of all time: Bruce Lee. Here was an immigrant boy, poor, discriminated against in a foreign country, not the most fluent English speaker and yet using the sheer willpower of his mind dominated the 60s and 70s to as an actor, director, martial artist, martial arts instructor, and philosopher.

His philosophy of *Jeet Kune Do*, a hybrid martial arts philosophy drawing from different combat disciplines is credited for giving birth to what we presently know as MMA (Mixed Martial Arts). In fact if one looks intently across modern pop culture in the Western and Eastern World, Bruce Lee has influenced music, dance, philosophy, music and even fashion simply by being his truest authentic self and embracing his purpose.

Character defined influences culture and true character is developed through a long, consistent process of self awareness.

People do not just buy products. People buy people. Customers buy into the CULTURE around a brand, product or service and that culture in turn is something that is largely developed by the character of the business owner.

If you want to attract a certain type of clientele work on your intended character, values and habits because they will inform the cultural environment to which a specific caliber of customers will gravitate towards.



LESSON

Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved.

Hellen Keller

Be Humble

- ✓ Empathize with your clients
- ✓ Avoid confrontations
- ✓ Seek feedback to improve

Tip 1

Make a list of principles you believe in and make those part of the company values.

Coach your staff to abide by these values

Tip 2

Be Intentional and Self Disciplined.

The moment you take on a project take full responsibility and accountability for it.

Tip 3

Be Accountable

- ✓ Accept your mistakes
- ✓ Apologize and make right
- ✓ Learn from errors
- ✓ Improve yourself

Tip 4



STRATEGY

Step 1

The company responds to your character. For the next month commit to religiously sticking to a work routine. Report on time, stick to schedules, deliver on time. Journal the results and learn from resultant feedback given.



Step 2

Read: *Leaders Eat Last: Why Some Teams Pull Together and Others Don't* by Simon Sinek



Step 3

Work on team- building skills to help your business: brainstorming, negotiating, organizing and implementing projects. All of these are great character building tools.





Key 03

CREATIVITY

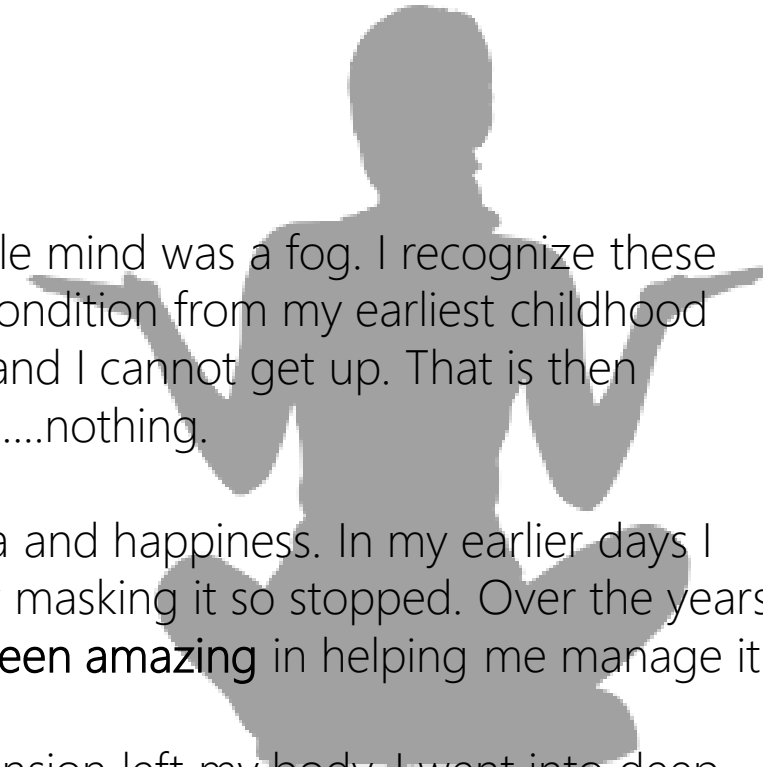
Last night was terrible. I had aching joints and my neck was extremely tight. My whole mind was a fog. I recognize these symptoms instantly when they attack. It is quite simply put, **anxiety**. I have had this condition from my earliest childhood and as to its source I am yet to understand. In extreme cases my lower back pulses and I cannot get up. That is then followed by pulsating migraines and a tightness in my chest as I develop a fear over....nothing.

The anxiety I experience usually follows a great rush of creativity or general euphoria and happiness. In my earlier days I would medicate to manage it but realized the drugs were not solving the issue, only masking it so stopped. Over the years I have leaned heavily on **exercise, diet, breathing and meditation all of which have been amazing** in helping me manage it.

But back to last night. Using a guided meditation app my muscles relaxed fully, all tension left my body, I went into deep sleep and woke up today with a flood of creative ideas. My mind was free and my body had no pain.

This section of the booklet is a caution that your search for creativity can also introduce your mind to a great deal of stress. I thought it better to mention ways of dealing with that resultant stress before diving into ways of developing your creativity for your business. Yes, the most creative business will definitely stand out from the crowd and will most likely bag the contract and be the favorable brand so creativity is definitely a staple for your business success. A MUST HAVE.

As we develop our creative selves though let us learn to take care of our minds too.



LESSON

So when you're thinking about creativity, it comes from a source – an inner source. When you're meditating, you're bringing your consciousness to that centered source of creativity and intelligence. In my opinion, it's the best way to tap into creativity.

Tosin Abasi

Practice pattern recognition by studying math, nature or art or if you're up for the challenge : learn a musical instrument

Tip 1

Learn and play chess or alternatively take up a hobby like drawing/ coloring / painting or photography

Tip 2

Exercise

Yes, physical activity and body physiology as been shown to improve cognitive learning. So ditch the couch and sedentary living.

Tip 3

Do nothing. Rest. Relax.

When your mind is overwhelmed and tense learn to take a break. This allows for more creative ideas to flow in later.

Tip 4

STRATEGY

Step 1



Understand this : there is no special group of super humans that are creative. We are all creative, to varying degrees. Creativity is not who you are but what you do. In the absence of anxiety springs abundant creativity.

Step 2



Read Vishen Lakhiani's *The Code of the Extra Ordinary Mind*

Step 3



Train your mind to get creative by:

- ✓ Developing a new skill
- ✓ Thinking positive thoughts
- ✓ Meditating on a regular basis
- ✓ Doing volunteer work helping others

Key 04

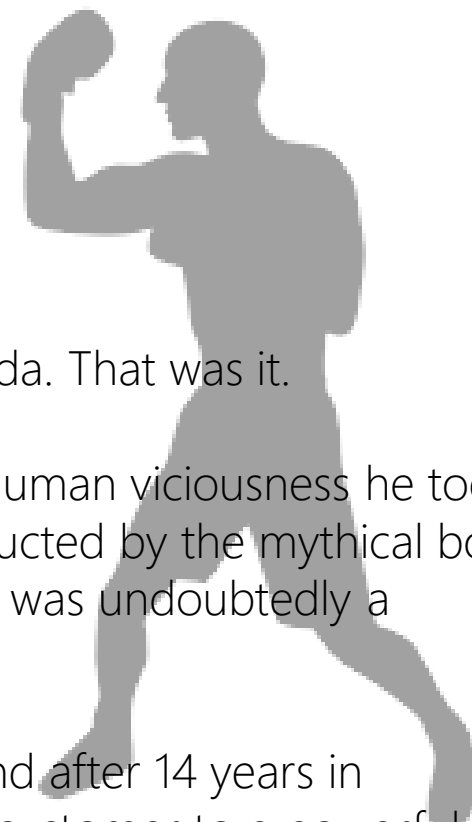
CONSISTENCY

HE IS BACK!

In the 80s, there were only 3 Michaels: Jordan, Jackson and Tyson. No contest. No debate. Nada. That was it.

Mike Tyson opened up the World to boxing. In a quick, 1 to 3 minute Power Point of moving human viciousness he took out his opponents mercilessly. His work ethic, persona and overall brand were carefully constructed by the mythical boxing trainer Cus D'Amato and whereas he arguably wasn't as legendary as the earlier greats, Tyson was undoubtedly a fascination to watch.

And now years later he teases us with the prospect of his return in the ring at the age of 53 and after 14 years in retirement! What draws us to this sport and this man? I will tell you. It is what draws any loyal customer to a powerful brand : **the assurance that we will get what we pay for based on the commitment and consistent effort he has put into his craft, day in and day out.** Consistency, consistency, consistency. It is an undeniable character trait that your very own competitors will admire in you. How do you A. Develop a business story, colour, theme and personality that will stand out when introduced to the World? and B. How can you consistently feed the sum total of that narrative to a niche client on a constant basis until it is engraved in their sub conscious, to the point that even when you return 14 years later, your clients are more loyal than ever and willing to buy whatever you have to sell?



LESSON

Do not do what you cannot continue to deliver.

For, remember, the world wants to see a continuity of delivery of set standards...!

Sujit Lalwani

1. Use your logo and design elements consistently

2. Develop a sales playbook template for your team that has a consistent communication script for clients

3. Bring offline marketing events into your virtual branding efforts

4. Select the right topics for your brand's content calendar.

5. Keep your brand's tone and personality consistent across channels.

6. Participate in platforms and that align with your brand's identity

Tip 1

Tip 2

Tip 3

Tip 4



STRATEGY

Step 1

BE ORIGINAL. There can be only one YOU. From the get go do not rip off someone else's logo or pictures. Be inspired yes but let the result be 100% YOU. Be consistent in the right things.



Step 2

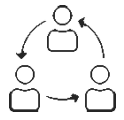
Remember this simple saying when focusing on your brand consistency: VISIBILITY leads to CREDIBILITY which leads to PROFITABILITY.



Step 3

Do not shy away from hiring a brand expert to bring out your creative vision in a consistent manner and help develop a branding rule book for you





Key 05

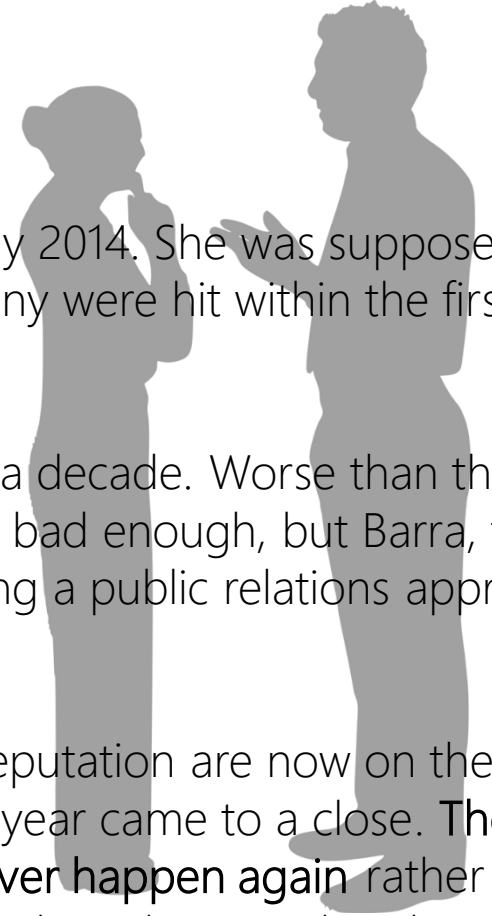
COMMUNICATION

General Motors was riding high when it appointed a female engineer as CEO back in January 2014. She was supposed to represent the new GM, and a fresh start for the lumbering giant. Instead she and the company were hit within the first month of her tenure with a recall for an ignition switch that killed at least 13 people.

Then it was found out that this problem had been recognized and squashed inside for over a decade. Worse than that, the problem could have been fixed for as little as 56 cents per switch. These problems were bad enough, but Barra, the former head of supply chain and procurement at the company, made matters worse by taking a public relations approach before the US Congress.

With more cars recalled than they have made in the last seven years, both GM and Barra's reputation are now on the line as legal cases with the potential for several billion dollars in liability started to surface as the year came to a close. **The lesson here is to admit your mistake, tell us why it happened, and then explain why it will never happen again** rather than trying to put lipstick on the pig with a less than authentic public relations approach when you have larger cultural and operational issues to deal with.

adapted from an TSBSAD article by Professor Paul Argenti



LESSON

The most important thing in communication is to hear what isn't being said.
Peter Drucker

Develop LISTENING SKILLS

The art of listening is not common. More often than not we listen to respond. Learn to empathize with the customer and GET THEM

Tip 1

Collaborate with your clients, do not dictate

A potential client whom you are clashing with may most likely be a sign of miscommunication

Tip 2

Invest in communication tools, Apps and trainings for your business

Improve on communication skills this way

Tip 3

Commit to developing Mastery in communication i.e. the ability to articulate a solution road map and eventual break through to a potential client

Tip 4

STRATEGY

Step 1

In this virtual, information tech fueled World make COMMUNICATION your number one priority: always be clear and ensure your audience understand what you mean



Step 2

Read *How to Win Friends and Influence People* by Dale Carnegie



Step 3

Develop a generic customer solution road map

defining

- ✓ Your business process for developing solutions
- ✓ Top 3 benefits for your clients
- ✓ The ULTIMATE break through they get and by when



MISSION ACCOMPLISHED





VISION

A **vision** provides a sense of purpose and direction for the **business**. Your **vision** will help you define your short and long-term goals, and guide the decisions you make along the way.



GOALS

Goals Help Us Believe In Ourselves.

Setting **goals** for yourself is a way to fuel your ambition while giving you the inspiration necessary to aim for things you never thought possible.



BONUS

THESE ARE THE TOP 4 MUST HAVES TO COMPLETE YOUR BUSINESS
GOALS **NO MATTER WHAT**

SKILLS



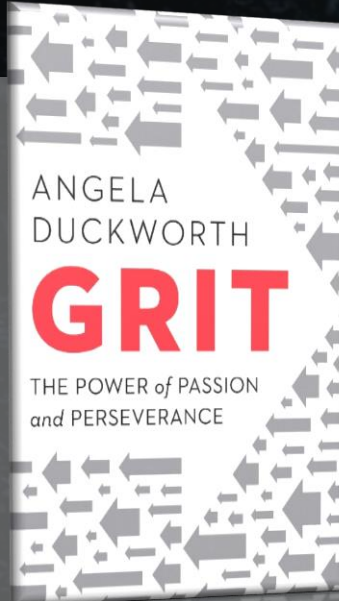
Money is just ideas. The World pays you in **proportion** to the solutions you provide. Skills give you the capacity to not only develop solutions but execute them. High paying skills will make you a high net worth individual.

RITUALS

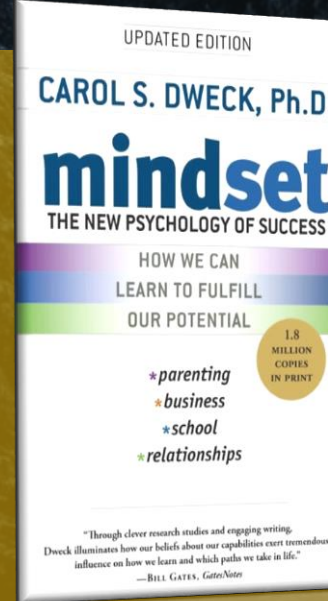


- ✓ Wake up early, 5AM for starters
- ✓ Eat healthy and exercise
- ✓ Practice gratitude
 - ✓ Hydrate often
 - ✓ Meditate daily
 - ✓ Read Books

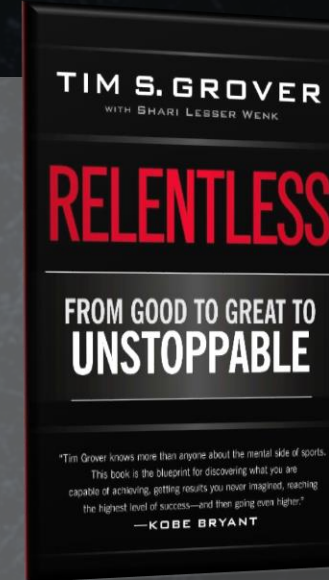
MY TOP 3 POWER BOOKS



GRIT, passion and sustained persistence applied toward long-term achievement, with no concern for rewards along the way



Adopt a GROWTH MINDSET to live a less stressful and more successful life



Become RELENTLESS and demand more of yourself than anyone else could ever demand of you. At the end you can and must do more.

Nothing gives me more satisfaction than instilling a sense of positive energy and drive into every individual I meet and company I have the fortune of consulting with.

That said, inspiration with no follow up action nor application = delusion.

You **MUST** act on what you have read and set out to develop a strategy and structure that you can commit to on a daily basis for this stuff to work. That is the hard truth.

The good news is that many start where you find yourself now and there are a vast number of resources to support you. Get a business mentor and start your journey today.

CONCLUSION

*"The path to success
is to take massive,
determined action."*

Tony Robbins

THE AUTHOR



JAN OKONJI is the founder of BGS and a creative entrepreneur with the passion for helping people find their entrepreneurial passion and purpose by focusing on cultivating a **GROWTH MINDSET**.

He has a rich background in **Operations, Marketing and Management Systems** with over 13 years' experience working for a Fortune 500 Company and has trained hundreds of start-ups and business people in the past 7 years.

He has worked with a wide range of Startup and SME companies helping them **grow revenues to well over \$ 10 Million** and is the resident Startup Expert at SNDBX | Kenya.

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