

WORK BOOK ONE

# THE 5 GUIDING PRINCIPLES INTRODUCTION

**THE 5 GUIDING PRINCIPLES  
FOR BUSINESS SUCCESS**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# The 5 Guiding Principles

## Introduction

### **Perfection is a form of Procrastination.**

*“Let’s get it just right before we go ahead, (tomorrow)”.*

it’s easy to argue that it’s too difficult, it’s not the right time, it’s too expensive. Instead of making a commitment we make a false alibi. Stop finding excuses and find the way to Just Do It!

### **Tim Meagher - Business Coach**

This complete Sales Training Course was designed to be placed within the reach of business owners and managers who do not have the time to investigate how men make money, and how to overcome self-imposed limitations of fear, doubt and procrastination.

### **These training modules, work-books and videos have been produced to help the business owner or manager grow their business.**

The growth of a business or indeed the speed of growth is frequently a reflection on the personal growth of the business owner. All successful business owners encounter and cope with ‘bad times’ and regrettably these ‘down times’ often take much longer than they should.

These training modules will show you how to speed up this process, how to get out of trouble and stay out of it, with a consequent release from worry, anguish and frustration.

### **These training notes are not intended to be a long and leisurely read.**

The principles enshrined in these modules will be worth many hundreds of thousands of pounds and millions to you when you take the recommended action.

They are set down succinctly and in the way likely to be of most help to you.

## The 5 Guiding Principles/Continued...

### **Maximise the Worth**

To gain maximum value from these training modules, work-books and videos you should think of them as training and reference books.

It is recommended that you read the work-books and as you watch the videos you will personally log the invaluable information that is available to you.

**It is then suggested that as and when you refer to the various supporting videos that you should always have the work-books to hand.**

If you then proceed to enter your own personal notes of observation and or experiences, you will begin to form and create your very own and personal set of training notes.

You will use these notes in your own company's procedures and systems and they will be incredibly useful as you train and develop your staff and will be enormously helpful in the marketing of your products or services that you sell.

It is almost certain that your notes will be used for future blogs and be used as you write your next book or show how qualified you are in your particular business.

There are many reasons why successful, intelligent, and honest people allow their business's to get out of control. Just occasionally, a set of circumstances can arise that would topple even a hard-headed city financier with a couple of million pounds to his name.

**But more often, people get into difficulty because of their temperament.**

They are human, perhaps generous. They get caught up in a given situation and make the wrong responses, often taking the short-term view. Temptations arise and they succumb.

**Many people, by their very nature, are inclined to let tomorrow take care of itself. Unfortunately, it can't and it won't.**

## The 5 Guiding Principles/Continued...

Lots of us are extremely good at certain aspects of our business, make reliable marriage partners and work hard at our friendships. But turn out to be not terribly skilful at handling every area of our business.

**Few of us, after all, have actually been trained to run a business.**

I have, over three decades personally worked with over 1,000 business owners across eight four Industries and without exception all the successful business owners would agree that a great deal of what they have learned and achieved was either through experience, mistakes and 'just learning as we go along'.

**Notwithstanding the significant academic qualifications of many, they would agree that there has been no substitute for 'learning on the job'.**

It is agreed that there is no perfect book on how to raise 'the perfect child', and there is no perfect set of rules, procedures or systems for 'the perfect business'.

There are however some fundamental Principles which stand the test of time which we can draw on as we grow our business and take it to the next level.

I have studied first hand these business owners success's and failures and have learned that we have, as individuals six overwhelming needs which are:

1. **Certainty**
2. **Uncertainty (variety)**
3. **Connection (love)**
4. **Contribution (giving)**
5. **Significance (be needed)**
6. **To Grow**

It is against the background of acknowledging these six needs that we as individuals carry on in our private lives. And as we enter the business world, these same needs continue to exist, but alas some new rules emerge as we endeavour to convert our ideas into a business success.

**It is the study of successful and unsuccessful business owners that reveals "The 5 Guiding Principles for Business success" which are as follows and are known as 'The 5 P's'**

# Purpose, Procedures, Promote, People and Profit

It is the intensity and the manner in which these principles are embraced that determines the outcome. The training modules are included and covered under the umbrella of these principles.

## **Purpose**

In this section we will cover the destination you have in mind together with the direction you are heading in and the disciplines required to enjoy the journey and to get there safely.

But do bear in mind that success is not a destination it is a journey.

## **Procedures**

Here we will outline the secrets to building and retaining a 'stress free work routine'. Staff do not wish to be managed, you cannot imagine one of your staff leaving home in the morning with the words "I'm off to work darling, as I look forward to being managed".

Instead we must get the staff to manage the systems and procedures.

## **Promote.**

We have to be relentless in our pursuit of winning profitable new customers. And for this we must rely on our 'Simple Sales System'.

We must have a system, we cannot grow a business or indeed hold on to a successful business without having a truly reliable system for generating profitable new customers.

We cannot have a situation where we are under enormous pressure to make more sales without having a system where we can simply turn the tap on.

## **Purpose, Procedures, Promote, People and Profit/Continued....**

### **People**

For this we have “The Elite Staff Creator”.

We must know exactly how “To Hire - to Fire- to Train and Develop”.

Some people will say that training is very expensive and “if we train them they might leave” and I say “What if we don’t train them and they stay”.

### **Profit**

Some consider this a vulgar subject. Without a responsible profit, we are out of business. We need the profit to re-invest in the business, in people, equipment, raw material, in research and development.

We cannot stand still, we have to grow and be ahead of the entrepreneur that is just planning to set up and compete with you.

## Success Story And Positive Mental Attitude

### Ralph Waldo Emerson

If you really are smarter than others, show them with your actions.

It is a natural human reaction for you to wish to correct others when you see them making a mistake or doing something differently than you would have done it.

**It is far more difficult to control the impulse to show them how much more intelligent you are.**

The ability to recognise and control such impulses marks the beginning of the development of wisdom. A wise person knows that when he shows his intelligence with the actions he takes, others learn a far more valuable and lasting lesson.

If you see someone who could benefit from your advice, you can gently lead him to a more appropriate conclusion by asking open-ended, non-judgmental questions.

Let others find the flaws in their reasoning by leading them logically through the process.

**As Ralph Waldo Emerson once said, “The secret of education lies in respecting the pupil.”**

**DON'T FORGET TO WATCH THE “5 GUIDING PRINCIPLES INTRODUCTION” VIDEO**