

The Secret Ingredient of a Successful Business

Have you ever wondered why some businesses are successful and others are not? Why some department stores and restaurants are more successful than others? What is the common thread that weaves through all successful businesses?

We have often heard that the ingredients of a successful business include a good management team, business plan, financing and a great product. But there is another ingredient that is equally important and is often overlooked - employees. Having the right employees in the right jobs is the secret ingredient for success.

Management is responsible for supervising the business. Employees are responsible for its day-to-day operations. Every employee has an assigned role in the business. When everyone is doing their jobs properly, the business runs smoothly and profitably. This is akin to having an expensive sports car where, if all the parts are working smoothly as one machine, the car moves quickly without missing a beat. Employees are like the spokes on the wheel of a car. If one of the spokes is missing or is not properly aligned, the car will eventually malfunction and break down, regardless of how expensive the car. If an employee doesn't do his or her job in an efficient, effective and timely manner, then the business suffers. If you don't have the right employee in the right job, you may be losing money.

For example, do you know who was the public face of your business? Who is the first person that clients meet when they come through the door or call into the office? This person is usually the receptionist or sales clerk. If the receptionist does not answer the telephone call in a courteous and timely manner, and then be able to direct the call to the appropriate person in the company for action, the company's image and profitability suffers. This is the same result if the receptionist or sales clerk is not responsive to

the needs of the customers when they come into the store.

So who is the right person for the right job? Do we know what belief structure is best suited for this particular position? Certain jobs are better suited for certain personality types. Do we want someone who *just wants to be left alone* to work as a receptionist, sales clerk, or customer complaint clerk where the very nature of their job is to engage the public all day long? Or do we want this position filled by a person *whose very nature is to try and connect with everyone that he/she meets*? Do we want someone who *needs to get it right* to work in accounting, or do we want someone who *can't get it right* to be working there?

Choosing the right employee for the right job is the secret ingredient to a successful business. Do you know employees' personality types and whether they are in the right job at your business?

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