

North Shore business owners warned to get out of the 'crisis mentality'

By RES Business Development and 10x North Shore

59 views

NORTH SHORE CITY

NORTH SHORE BUSINESS OWNERS WARNED TO GET OUT OF THE "CRISIS MENTALITY"

The current "crisis mentality" plaguing local business owners is crippling the North Shore business community, according to Butch Mawdsley partner of RES Group (formerly RES Business Development) and business development expert at 10X North Shore.

Butch says that it is possible to achieve stellar business results despite the current economic climate – in fact many North Shore businesses are doing just that. However, he warns that it's not possible if business owners have convinced themselves that their business is at the mercy of the economy.

Butch shares that while 21% of small business owners are currently concerned about a lack of sales, 14% about their cashflow, and a further 11% about the negative impacts of the economic climate, new research reveals that 78% have NOT approached their accountant about getting the help they need.

This reactionary approach is one of the key contributors to business failure according to Butch, who cautions business owners to stop making excuses and start becoming more proactive about the success of their business.

"The cold hard reality is that the success of a business has less to do with the economy and more to do with the business owner's ability to make it a success. It's now time for business owners to stop listening to the doomsayers and start focusing on turning the challenges in their business into opportunities – and to seek the help they need to do that."

Butch knows that it can be difficult to retain a positive, proactive perspective right now, especially if times have been tough in your business. That's why he says it's important for business owners to engage

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