



## Grow your business

Award-winning business coach Karen Saunders, from 10X in Dubbo, offer practical business advice to grow your business. This issue she encourages you to dive for pearls.

**S**arah Richmond from Rhino Promotions in Dubbo loves the ups and downs of having a growing business but, like many busy women balancing home and work, has never had enough time to work on the future of the business.

As Sarah explains, “We’d never really set specific goals and timelines in the past, but this is something we’ve been able to achieve by having a Business Coach. Karen draws out your own ideas - it’s not someone sitting there telling you to do this or that.”

“The accountability has meant we make the time to work towards our goals, and we’re now doing lots of things that we’d always talked about doing but had never actually done,” Sarah says with confidence.

*style magazine* is offering our advertisers the opportunity to be chosen to have a one-on-one hour and a half session with Karen to review their business health.

Email your details to: [evolvepublishing@gmail.com](mailto:evolvepublishing@gmail.com)

Have you spoken to someone who has amazing ideas and a wealth of rich experiences? How did it make you feel? Like there was more you could do – and more you could learn? I feel that way often, simply because each person I meet excels in some aspect of their business. It may be they’ve mastered getting their business to run without them being there; they’ve got an amazing ability to motivate their team; they’re customer service maestros, or they’re Sales Kings!

Professionally, one of my aims is to continually learn so I can nurture, refine and stretch the business owners I work with. I love taking a concept or idea to my directors to see if it could be applied within a client’s business or sometimes even our own. It all starts with the germ of an idea... a grain of sand in an oyster shell. So where does that grain of sand come from? I think there are four main areas:

**1. Capturing the experiences of other people.** Making the most of every conversation I have with business owners, I find out what’s working well and how they did it. When people describe what they’ve achieved, it’s painted so clearly in my mind that I can picture how I can adapt it for use in other businesses.

**2. Having a mentor or coach.** This is great for getting guidance on areas you want to develop. There’s a bit of an assumption that you’ve ‘bared all’ to this person, and to get the most out of the relationship that’s exactly what you’ll have to do. It can be tough, but it’s worth it.

**3. Attending events.** My local Chamber of Commerce put on a luncheon with guest speaker Angela Vitoukas of Vivo Cafe in Sydney. I was stunned with the amount of ideas jam-packed into that one hour session.

**4. Reading books.** If you’re anything like me you’re so busy you find it tough to schedule consistent reading time into your day... so I counter that by having a subscription to [www.audible.com](http://www.audible.com) or, if I can’t get it in audio format, I pester the local bookstore. One book I’ve just worked my way through is called *Now, Discover Your Strengths* by Marcus Buckingham and D Clifton. After reading the first 70 pages you’re encouraged to do a free online Strengths Profile. It’s quite an insight into how you work and how to manage your team.

In my experience the most inspiring people I’ve met have used these four techniques to discover their pearls. And it’s from this experience I’m developing myself. I encourage everyone reading this article to make use of these four pearl hunting journeys. ❖

**Jandelle**  
uniforms

**CORPORATE • MEDICAL • HOSPITALITY**

- Stockist for **NNT Uniforms**
- Wide range of men’s & women’s styles
- In-house embroidery service available
- Free fitting service available
- Sample range by request

109 Byng Street, Orange NSW

Tel: 02 6362 8104 Fax: 02 6361 9304

Email: [jandelleuniforms@bigpond.com](mailto:jandelleuniforms@bigpond.com)

Open: Mon-Fri 9.30-5pm, Sat by appointment