



Some like it hot.... Some like it cold.

20 signs that tell you that whether you are making it.... or failing.

About the Writer

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If your business exhibits 10 of the first signs, then you know that your business is on the right path, on its way to success? You are hot! However if on the other hand, your company exhibits the latter 10 signs, its time to re – think. You are heading towards the cooler of failure... You need to be afraid!

In this article, I explore from my experience (with help from various business sources) the tell tale signs of success or failure. Some are obvious; some are not so obvious.....

Hot! 10 signs that you are heading towards success



1. You can take a holiday (phone off).... And the business still runs well without you.

Going on vacation and earning money at the same time means you have built a company, not just a job.

The technical bit of this success sign is that the business is not built around you but is built on systems and processes that can work, irrespective of the person running them.

"I started my firm 10 years ago," said Paige Arnof-Fenn, of Mavens and Moguls. "For my 40th birthday, my husband and I celebrated by taking a month off. I honestly did not know if I would have a business to come back to. When I returned, I realized that my company had not just survived but thrived in my absence."

2. You change a customer's life

Most small business owners seek to make a difference in the world through their businesses. When a customer writes to tell you the difference you have made in their life, it's one of those moments.

"Thank you for this opportunity and I feel honored to share my story .Since I subscribed for the [inachee news letter](#) they has been great change in my life. The free book and the advice

*"people don't care about what you do but what you contribute to them "changed my perspective.
Jonathan Rheza.*

3: You have a varied client list

Examine your business book of clients, if you lost the largest of your clients tomorrow, would you still be in business?

In the business advisory world, we call it a “concentration risk” when you have your business coming from few clients. Typically any client giving you more than 10% of revenue poses a risk. You should aim to diversify your client base or in lay man terms “do not put all your eggs” in one basket.

Everyone likes to gain the business of a big and well-known company. Being able to mention that a major brand is a client can often impress and is good for the sales story. But although having a client with a lot of spending power can be lucrative, businesses are also well-advised to ensure they could still be successful if they were to lose that customer tomorrow.

The same holds true for the sectors, and even countries, in which you and your clients work. Spend some time proactively looking to spread your risk by diversifying. If all your clients are for example in the further education sector, and budgets are slashed, you risk exposure. Similarly, if your client base is predominantly in one place – say China – you may be hostage to currency fluctuations, or changes in law, economics or government policy.

4. Clients find you

People you do not know and never contacted you are now buying from your company.

“My moment of truth was the first time I got an online sign-up from someone who had used our services...and hadn't spoken to anyone on our team,” said Shawn, of Stratus Prep. “The idea that someone would make that kind of investment without any prior knowledge of the company convinced me that we were on the right track.”

5. Customers refer you

The highest compliment is when one of your customers refers another person to your business.

From: Eunice Nxxxxx <exxx@gmail.com>

Date: Tue, Jun 24, 2014 at 6:42 AM

Subject: Business research

To: Joseph Walusimbi <walusimbij@inachee.com>

Cc: Judith Alxxxx <axxxx14@gmail.com>

Dear Joseph,

Allow me to present to you my friend Judith that wants to do a business research. Her email in the CC. Kindly get in touch with her

Thanks

Eunice

6: Motivated and Engaged staff

When the Centre for High Performance studied 3000 workers globally in the [largest study of its type](#) they found common characteristics present in all High Performing teams – regardless of sector or location in the world.

If your team has some of these characteristics... you are hot. Click the link to see the rest of the article.

Characteristics present in high performing teams (regardless of location and sector)

- 1. People in group feel valued*
- 2. It's fun to be part of the group*
- 3. The group makes use of the highest and best talents of its employees*
- 4. The group works to retain the best people*
- 5. People understand how their work fits the goals of the group*

[Read the rest of the article here.](#)

7. You bounce back

When you go through bad times and you are able to bounce back to success.

"I knew I could make my business work after hitting rock bottom and then defying the odds and getting my business back in shape," said Lauren Berger of the Intern Queen. "Today it's healthier than ever before."

8. You achieve cash-flow positive

If you are actually generating a profit and have spare cash in your bank, reach for the champagne!

9. You get that first paying customer

When someone pays you for your product or service, there is nothing like it. *"My moment of truth was signing up our first student," said David Greenberg, Parliament Tutors. "We now have 500-plus tutors in more than 20 states and 80 cities."*

10: consistent values to give long term direction

Businesses need to adapt their offerings over time and be flexible in their dealings when necessary. However, at their core they also require values, which remain the same over time.

A [study](#) conducted by the *Harvard Business Review* found that the one thing which many of the world's most successful businesses had in common, was that they all possessed core values which remained the same over time. Business owners need to know who they are as much as where they are going, the survey's authors found. Therefore, entrepreneurs spend some time with their managers, or other key personnel, and ask them how they define the business. They should then work together to create values and beliefs that will unite the business and help keep it headed in the right direction in the long-term.

Cold! 10 signs that your business probably sucks!



1. You're not making a profit

It's easy to say that you have to make money, but in reality that isn't true. You need to be making a profit. Bringing in a million shillings a month is useless if you are spending a hundred million. That means you would be losing ninety-nine million shillings every month.

Successful businesses make profit. And although you may not be profitable right now, you have to work towards it.

[1 in 2 Ugandan businesses fail](#) A respected *New York Times* article explains that the number one reason is this:

Not enough demand. This results in your revenue not being enough to cover your costs and hence a loss.

2. People don't talk about your company

Word of mouth marketing is the best way to grow your business. If no one is talking about your company, then you aren't doing a great job.

Advertising and paid marketing are great, but the organic stuff is what really helps a business grow. For example, people use Google because they heard about it from someone else. Since Google first came out, it never paid for advertising.

3. You're on your first business

If running your first business, then unfortunately the odds are not in your favour. You're likely to fumble a lot. [78% of first-time entrepreneurs fail](#). The odds just aren't with you because you are stepping into a new territory. And even if you are on your second business, your odds don't increase drastically. Instead of having a 22% chance of succeeding, you'll have a 34% chance of succeeding.

Hopefully just knowing the high failure rate means that you will take success seriously.

4. You can't focus

It's better to do one thing really well instead of doing a hundred things at a mediocre level.

Google, Amazon, Microsoft and Skype, are just a few examples of companies that did one thing really well.

Yes, later on they did start expanding their businesses, but, at first, they focused on mastering that one thing that set them apart from others.

5. You hate taking risks

Sometimes you just have to roll the dice and take risks. Playing things conservatively doesn't always work.

Switching up business models, laying off a whole department, or even moving your company location are just a few risky things that you may have to do. It's too hard to predict what these risks will be for you, but when the time comes, you have to be willing to take them.

6. You hate to delegate

If you try to do everything yourself, you'll be limiting the true potential of your business. If you can't trust your team to help out, then things will never get done quickly.

Plus, it doesn't matter how smart you are, not one can be a master of everything or as they say, a jack of all trades. You might as well delegate tasks to people who are better at doing them than you are – let people play to their strengths. If you don't know how to delegate, [read this](#).

7. You don't care about your customers

Customer service and support is something that can make or break your company. If you don't care about your customers, they won't come back and buy from you again. Remember, it's typically easier to get repeat customers than new customers.

The 80/20 rule is that 80% of business comes from 20% of clients – who are usually repeat customers!

8. Projects or services are delayed

A tell tale sign of a business that does not do well is when deadlines are breached, it never handles projects on time etc. What this means is that behind closed doors you often have a team who do not know what they are doing, have no systems in place and so when a customer comes, everyone is running around like a headless chicken!

Put in place systems and procedures (written) and follow them so that the business can run, regardless of who is running it.

9. Employee turnover is high

Are your co-workers or staff dropping like flies? That could be a sign of poor management, salary, and benefits and hence a poorly run company that doesn't value its staff.

10. Salary increases are a distant memory

Businesses need to invest in talent, and happy employees are a significant part of a sustainable organization. If you employee salaries are not raised for a long time, then that is a sign of a company with cash flow difficulties – and hence the best talent will leave and go somewhere else where they are rewarded.

About Inachee

With a combined experience of over 30 years, the Inachee team is passionate about helping Ugandan businesses to succeed..

www.inachee.com

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