



# Business Acumen Brief

## Implementing Business Processes - No Silver Bullet

Perhaps we can blame it on Hollywood, but most of us probably grew up indoctrinated in the idea that if we just have that one silver bullet we can slay the monster.

I have often found that this idea tends to permeate the mindset of many business owners and managers. Whether they admit it or not, they are often looking for that next great thing that is going to right the ship - fix their business. Those of you that have run systems integration businesses for a while have probably come to learn that it isn't the easiest of businesses (are there any easy ones...?). Have you ever run into that proverbial glass ceiling?

In fact, it can be rather easy to become obsessed on trying to find that one thing that will make it all better. "If we could just get the right sales person..." or "If we could only get better financial information..." or "If we could only get into that other industry..." or "If we could only manage our projects more profitably..." and so on... Unfortunately, it is all too easy to go down the path of looking for the magical silver bullet.

Looking across dozens of integration companies we've worked with over the years, it has become clear that those businesses that have made it a practice of doing a lot of things right and doing it consistently have also found a key to planned sustainable growth. They have learned there are no simplistic solutions to the complex business of systems integration. They have evolved their business from being strongly entrepreneurial and opportunistic to one that is built on planned sustainable growth. They recognize that doing a lot of things right consistently applies across the company, but most importantly, it starts with effective business planning and the right people.

Taking your business from being one that is opportunistic and perhaps relying on one too many silver bullets, to one that is built on planned sustainable growth is normally a difficult transition for any company. It is not a transaction – it is an evolution.



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It is critical to build a foundational set of processes for ongoing planning, development and continuous improvement of all aspects of your business going forward. Taking an approach to your business planning that considers and integrates all aspects of your business to achieve your desired vision is key to success.

As you consider how to move your business forward to the next level, ask yourself if you are approaching your planning with a mindset of looking for the next silver bullet or are you looking to establish a foundation to evolve the business to one that is built for long term sustainable growth?