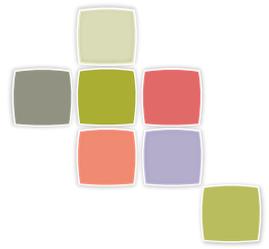


FINANCIAL DYNAMICS

Chartered Certified Accountants & Business Advisers



Business Insights

JANUARY 2013



FOLLOW YOUR INSTINCTS

As a business leader, you constantly need to come up with new ideas. After all you are creating a vision for tomorrow and your greatest resource for getting it right is your instincts. Instincts allow you to capitalise on opportunities, instilling confidence and taking risks that often other people do not see.

FOLLOWING YOUR INTERESTS

Start by following your interests. If you cannot get something out of your head it often has merit. That instinct fuels your drive and work ethic. Instinct is really just passion disguised as an idea and when you act on ideas you care about you are more likely to be right and work hard enough to succeed.

HARD GRAFT AND DEDICATION

Every good instinct has to be supported by a lot of dedicated work and to give that kind of commitment it is always best to live for the moment and have courage. Fear is really not an option as it is likely to make you both question and doubt yourself and your abilities. Nobody is born with business instincts, they are learnt over a period of time and are gained by getting hands dirty and knowing every single aspect of the business.

IGNORE THE RULES

Rules? What rules! Ignore them. Rules are made by somebody else who had an instinct many years before you. It is those leaders who trust their instincts who will set a new set of rules, the leaders who anticipate and solve future problems.

However, do bear in mind that when bucking the trend, things could go belly up but even if they do, use it as an opportunity to hone your instincts by recognising the mistakes that ultimately killed off the idea.

BE FLEXIBLE IN YOUR APPROACH

When acting on instinct it is necessary to be flexible about the implementation. What you start out to do is going to completely change in that the basic instinct stays the same, but the idea changes and evolves.

As you grow your business, be aware of how people respond and modify your idea accordingly. But, remember, you are likely to have a much easier ride trusting your instincts when you give yourself total freedom to adapt.



**"AT WE KNOW BEST PLC WE DON'T
BREAK THE RULES!
WE CHANGE THEM!"**

FINANCIAL DYNAMICS



**For further help and advice
please telephone us on**

0121 321 1700