



## REACHING THE CORRECT DIAGNOSIS IS KEY



One could argue that you would be further ahead if you spent more of your time and money on properly diagnosing your business problems and less on implementing fast solutions.

### INCONSISTENCE'S

If quality is inconsistent then you need to ask why! The real cause may be simpler than you think. If, for example, there is poor teamwork, investigate the causes first, never just make everybody climb mountains or go white water rafting. The underlying cause of poor teamwork may remain and the problem will continue unabated.

Who diagnoses your business problems is also an important consideration. Is this person qualified and objective? Figuring out the cause of business problems is a highly skilled activity and cannot be achieved on the cheap. Be extraordinarily cautious about obtaining any free diagnostic services from a salesman.

### RATIONALISATION

Many questionable sales techniques and survey tools can rationalise your need for any product or service. As in health care, seeking more than one diagnostic opinion is often prudent and can avoid unnecessary expense, trauma and irreversible damage to both you and your business.

**Although many businesses have downsized over the past few years, many still fail to achieve satisfactory results or meet expectations.**

Well, poor implementation is a major reason as many businesses have enormous difficulty breaking away from the status quo to institute better business practices or a change in direction. However, it is just as likely that inadequate problem solving solutions are as much to blame.

### WIDE RANGE OF CAUSES

The real causes of business problems can range from the simple to the highly complex. Although diagnosing problems ought to be a skill required of management, often management, in particular the owner/manager is far too close to the problems to be objective. Some business owners tend to look for fast solutions without any regard for an adequate diagnosis and as a result soon fall prey to a myriad of feel good factors or will fall for all the latest fads and quick fixes. In themselves, these fads may be excellent for resolving the problems they were designed for.

However, prescribing generalised solutions without thoroughly understanding your true needs is dangerous. Your business is surely far too complex for you to be able to take the generic, impersonal advice dispensed from trade journals, textbooks, newspapers or gurus. The ideas they contain may be highly enlightening, but it is extremely dangerous to prescribe without first obtaining a diagnosis.

