



GOLDEN RULES

For Business Survival

1 Solve A Problem Or Address A Need



- **What is your business for?**
- **What problem does it solve?**
- **What customer need does it address?**
- **How does it make a difference to society?**

2 Listen & Learn

- **How in tune are you with the needs of your customers?**
- **How well do you know your staff and the jobs that they do?**
- **How often do you seek feedback from employees and customers on how to serve them better?**



3 Use Creativity to Solve Problems

- How innovative is your thinking?
- How creative is your problem-solving?
- How agile is your approach to testing possible solutions directly in the marketplace?
- How do you view 'risk versus reward'?



4 Always Act With Empathy & Integrity

Empathy

- Do you understand what it feels like to be a customer of your business?
- Do you put the customer at the heart of your business?

Integrity

- How is your personal reputation?
- Do you deliver on your promises?
- How trusted is your brand?



5 If Possible...

Say 'YES'!

- How willing are you to move out of your comfort zone?
- How do you view new challenges (as a threat or an opportunity)?
- How open are you to taking calculated risks?
- What would change a 'no' or a 'maybe' into a 'yes'?



6 Change & Adapt

- How resilient are you to economic shocks?
- How flexible is your business structure?
- What plans do you have to keep up with the pace of changing technology?
- How up to date are your business skills?

Thinking Of Support For Your Business?

Chris Dunn Consulting:



Business Consulting



Professional Mentoring



Executive Coaching



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