

Could Your Business Use An Advisor?

Staff Writer

If you operate a business and have never questioned a decision, or, better yet, if you think you know everything, please skip this material. But, if you're like most business owners, you don't have enough time, cash flow is a juggling act or you can't seem to find really great employees, read on.

As smart business owners, we understand we're not experts in everything and there are only a limited number of hours in a day. Every business-owner has individual needs. Every business has its own management requirements. Yet every business deals with similar demands. Regardless of the sophistication level or stage of development of the business, recruiting expert talent to shore up management competency should always be a part of our business building strategy. Expert talent comes in many forms. Qualified business advice can be a powerful source of expert talent when used wisely.

First things first. To get the most from a professional business advisor, we need to be sure we need one. To determine this we need to ask ourselves a few simple questions. Is my business direction clear to me? Do I have a business plan? Am I satisfied with the cash flow or profit my business generates? If the answers to these questions are a resounding yes, there may be no need for additional

management support at this time. If you hesitate in your answers or simply want more money for the time you invest, or are experiencing a high degree of stress, or are overwhelmed, you might consider employing an expert in assessing priorities or strategic planning. A qualified strategic planner will help determine your next steps for action, before considering a longer term consulting relationship.