



## Jim's Profit Accelerator 139 Speed Bumps and Accelerants

For the past 125-plus articles, I've included **SPEED BUMPS**, thinking that they helped readers like you to grab key concepts quickly. Instead, some have said they're a distraction, and don't understand what they mean or how to use them.

So, here's how to use **SPEED BUMPS**: First, the literal meaning: speed bumps in the road are intended to force drivers to slow down. Whatever the reason (kids, sharp curve, drag racers), speed bumps ask drivers to do three things:

1. Slow down
2. Do it NOW
3. Look for something special

My platform is Do Business Faster; it's what I help clients do, in a constructive way. There are times when slowing down is essential to going fast (cliché alert). My **SPEED BUMPS** are to help readers make these ideas useful immediately, by doing at least these things:

- Call attention to an idea
- Summarize a section of writing
- Help clarify a key point to enable rapid application

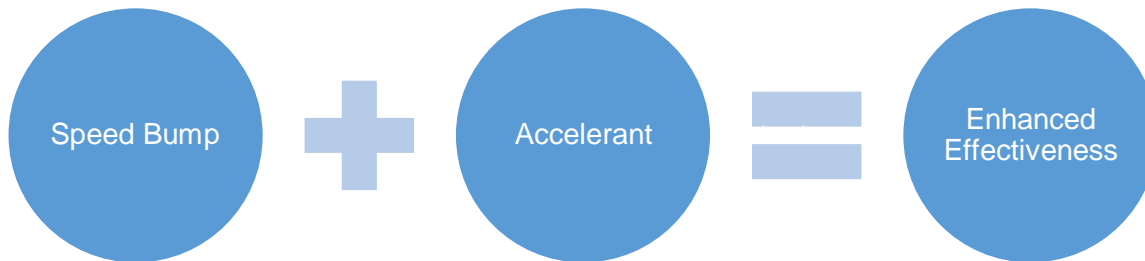
And since this is about doing business faster, then clarifying the key points might enable you to get to the heart of the matter sooner, if there's no time to read the entire piece.

The real point of **SPEED BUMPS**, though, is to help you click quickly with an idea that's ready to go to work in your life as a business leader. So as you read, the questions always are, "How can I use this today?" or "Who can use this?"

As to **ACCELERANT**, when I was 10, I began racing class M hydroplanes (VERY small boats, less than 10 feet long). Fortunately (or sadly, depending on your point of view), there was a 10 cubic inch limit on engine displacement, so the boats didn't go more than about 30 miles an hour. However, we learned about accelerants, which are fuel additives (ethanol and more) that could be used three ways:

1. Added to the fuel mix
2. Sprayed into the carburetor while racing
3. Used as 100 percent fuel

The good news is that they made the boat go faster. The bad news is that they dissolved key gaskets in the engine, so the trick was to use them in bursts, not all the time.



So, for us, **ACCELERANT** is designed to bump up your effectiveness in a jolt, with the expectation that you can maintain the new momentum with other means.

So, if your day includes some **SPEED BUMPS** and an **ACCELERANT**, perhaps you'll see ways to jump your boat up to a new cruising speed.

For more information on how you can accelerate revenues and profits in your business, please call or email me.

For more information, visit [www.grewco.com](http://www.grewco.com).

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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