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Episode 2 - Life Planning

Episode two covers life planning, how it affects business people and the values that need to be integrated into progressive business planning.

Chris and Sara remind business owners to consider their personal goals which are the stepping stones to business development because ultimately, the business isn't just about generating revenue, it also needs to provide life fulfilment as well.

Many would measure success based on the accumulation of material valuables - expensive car, house or other life luxuries. For others it can be providing private education for their children or a higher standard of living for their family.

These values and expectations in life need to be reflected in business planning since they are the driving force for the business owner in developing the business. Too often business owners are preoccupied with the day to day details of growing their business and miss taking an opportunity to step back and ask themselves— *what have I been doing? Why am I doing this? Or what am I doing this for?*

The key is to keep an eye on the bigger picture, which includes keeping track of your goals and rekindling your passion to have a clearer objective. It will then be easier to make plans, formulate actions and outline priorities that can help you in maintaining a positive direction for your business. Changes are part of any pursuit most especially in business, your goals should remain part of your map while your business moves along despite the risks and challenges of your industry.

As you go forth, your vision and planning should enable your business outcomes to cope not only in terms of being a money making venture but also support your life goals.