



Business Weakness Zapper



The 5 Weakness-Zapping Strategies:

1. **LET GO - AND LOWER YOUR STANDARDS.** Do you need to stop expecting so much or to let go of the need for perfection? CONSIDER: Who considers this a problem apart from you? Who would notice if you made improvements? Taking into account the cost of improving this weakness, is it really worth it? Or do you just need to lower your standards? If you *really* need to improve, perhaps just get a LITTLE better!
2. **Design a SUPPORT SYSTEM.** Create a process or system that helps your business (you, your staff, customers) manage the weakness better. CONSIDER: What processes could you improve? What could you automate? What could you simplify or standardise? (eg. your customer complaint process, sales enquiries).
3. **OVERWHELM the Weakness.** Be SO GOOD at something else that it simply doesn't matter. CONSIDER: What could you be so downright good at that people just wouldn't mind your one flaw?
4. **Find PARTNERS.** This could be a Business Partner, a Joint Venture Partner. CONSIDER: Who, or which businesses, are great at something you're not? What are you great at that they need help with? Then SWAP. Alternatively, simply pay someone or another business to deal with your weakness for you.
5. **Just STOP DOING IT!** Why try so hard to be better at something you're not good at when you could spend that time building a strength, creating something new or enjoying your business?