

Technology is changing the way business is done; and it's coming at a cost to business owners. We're being pulled deeper and deeper into the day-to-day activities of our businesses. It seems the more new tools and tricks we try the more layers of complexity, confusion and chaos we add. We've all heard the expression, "Work on your business, not in your business". Business Mulligan: How to give your business and your life a second chance in a changing world guides today's small business owners out from under the hoods of their business and back into the driver's seat, where they belong. It starts by looking at your business in a different way: in systems and parts, rather than as a whole. Then, it's about simplicity. We live in a very exciting time, but all the changes make running a business very complicated. Our businesses mirror the world. When times were simpler, running a business was simpler. But, today, we hardly understand our businesses much less the world. As we begin to look at our business systems, we understand that each system asks very simple questions: Attraction "Who? Who is our ideal customer?" Conversion "When? When do we ask for the sale?" Delivery "What? What value do we provide?" Systems "How? How do we operate profitably?" Culture "Why? Why do we do what we do?" Administrative "How much? How much do we keep?" Personal "Where? Where am I most needed right now?" Further, each system is made up of parts "individual parts" that depend on one another to run smoothly. As business owners, it's our responsibility to work on our businesses. We can't do that if we're overwhelmed and trapped in the trenches. By looking deeper "at the part level" we can better determine what's working well, what needs repair or what needs replacement. Similar to golf players who sometimes take a second shot when their first shot was poorly played, we should focus on the parts that need repair, make the proper adjustments and replay until we get it right. Focus. Adjust. Replay "until the part is working like you want it. This is called the Mulligan Method. The Mulligan Method starts with the business owner and should be adopted throughout the business: with the leaders, managers and team members "each business, each owner, each department and each team member. When we all Focus, Adjust and Replay on our responsibilities it frees the business owner up to further work on the business. This is your Business Mulligan. This is your second chance at a business and life you deserve in a changing world.

When Will the Sun Set in Africa?: A New Beginning: Every Generation has its Spirit, we must seek to understand it., Childhood / Barndom, Gustave, Dax Trax: Words Mean things: Words Mean Things, Prousts Lesbianism, Berlitz Portuguese Phrase Book & Dictionary (Quick Reference System), Martello Towers, Vital records of Foxborough, Massachusetts, to the year 1850, The Inheritance,

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