

Gattari's five ways to make a business recession-proof

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POSITIVE: Tony Gattari says you can build your business even in tough times. Picture: SARA NIXON

RENOWNED businessman Tony Gattari revealed his five secrets to recession-proof your business at a Chatswood Chamber of Commerce lunch this week.

The former Harvey Norman computer and communications chief, who oversaw the division's growth from \$12 million to \$565 million in nine years, said people could build their businesses even in tough times.

He implored business owners to be the Richard Branson of their business by using their personality.

Mr Gattari told his audience at the Chatswood Club how to recession-proof a business.

"First, know what you want by setting goals and second, take massive action to achieve those goals because action creates business," he said.

"The third step is to test and measure the results and, when you've done that, eliminate the actions that aren't working. "If an idea is working, continue it, systemise it and then train someone else to do it."

He warned that without training, the business was about you and you would not be able to take breaks. While the economy wasn't great at the moment, people needed to stay positive. "The biggest way to destroy a business is fear," he said. "So don't be afraid and you can build your business even in tough times."

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