

businessowner...

Aroma of success



How to win

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Keep percolating . . . to taste success like Peter Irvine has you must meet and overcome all your challenges.

Picture: BRIANNE MAKIN

Peter Irvine *, who helped guide the Australian success of Gloria Jean's Coffee, offers key ways to realise the dream of running a stand-out business

SOME of us tend to believe successful people in business, media, politics and sport have always been winners.

We think they don't know what it's like to go through tough times like the rest of us.

If you believe that, then allow me to destroy that myth.

The fact is that everyone faces challenges, but successful people learn to break through them.

People often say to me: "It's easy for you — you own a large business with a large turnover and many stores. People will listen to you".

They forget a large business starts off as a small business, however with a larger business the issues are larger and you become a bigger target.

It's tough when you start a business. No one said there wouldn't be obstacles, difficulties and daunting decisions to be made.

When you are growing your business, the decisions you will have to make are not always going to be easy.

You'll always be investing time and money in the business. There will be many times when staff will need to

leave you because they are more of a hindrance than a help.

In business, tough decisions mean the pressure can mount.

You don't want to be in the situation of John Paul Getty, one of the wealthiest people in the US, when he said: "I have so much money I can buy every heifer in the US but my stomach is so full of ulcers I cannot even enjoy one steak."

When you see yourself heading into that situation, you need help. You should try to read the signs beforehand and then start talking to people who can help you.

When we begin to experience high pressure, we don't make good business decisions.

I've learned to avoid making difficult or important decisions when I am tired or under severe stress.

In crisis, decisions still must be made but leave the big or life-changing ones until your mind clears.

Every challenge serves a purpose if you don't let it to overcome you. A challenge can be an opportunity.

Albert Einstein once said: "In the middle of difficulty lies opportunity."

Through challenges, you learn and become better prepared for the next stage of your life and business.

Today you may face an impossible situation. It may seem there is no way out for you. You may feel desperate and defeated. Don't give up.

Whether you are in business or not, you are in one of these three stages right now: You are either in a trial, coming out of a trial, or heading towards the next trial.

This is a way of life. There is always some hurdle to face but true business people and real leaders enjoy the challenge of solving problems.

Challenges grow us. Once we realise we are on a journey, that we can climb the mountains before us, can plough through the walls of difficulties and

soar like eagles over the peaks of challenges we start to appreciate life.

Then we can begin to enjoy the journey and the challenges.

Take action now:

1. Realise that right now every one of us is in one of these three stages: in a trial, coming out of a trial, or heading towards the next trial;
2. Learn to stand up and deal with your challenges;
3. Don't over-analyse your situation or compare yourself with others;
4. Avoid making difficult or important decisions when you are tired or under severe stress;
5. Take your eyes off your weaknesses and focus on your strengths. Learn to use your strengths more;
6. List all the solutions available to you and work your way through them.

* This is an edited extract from Peter Irvine's *WIN in BUSINESS* isbn 978-098034583-4 (Ark House Press) available in leading retailers and book stores. For information or to order visit: www.pirvine.com