

Why don't we throw the baby out with the wash water?

Many contractors are in search of the magic bullet to increase business. Frequently a contractor must join an association or organization. The contractor attends a seminar or attends a rah rah prep rally for the Association or Organization. The contractor buys into the words hook line and sinker. The message is shouted and the motivation is running rampant at a fever pitch. The contractor notices that other contractors are experiencing the same exact issues that he or she has felt. The contractor feels as if he or she belongs to this group because others are feeling the same pain and itch to fix what is broken.

The answer to their problem lies right here in this Organization or Association. In theory these groups are 100% spot on with the message. The real problem for the contractors is these groups are very good at motivating people to move right now. It is a highly emotional event and hits at the core of the issues that the contractor is experiencing. The message is sound, the solution is correct, and the availability to take advantage of the Association and Organization is superlative time for the contractor. It all sounds too good to be true and a great way to get out of the poor condition the company are encountering. Out comes the checkbook or credit card while the frenzy is still hot as the hottest day of the year.

Wait, take a breath, and step back and contemplate exactly what you are doing. People buy on emotion and some will attempt to add logic. Keep in mind these Organizations and Associations are very good at what they do. They have blind belief that their system is for you. Their system works and it is successful however it does not mean by definition that you will be successful with the program.

Some questions you the contractor need to analyze. These questions are; am I ready to commit to this group and all the changes that must take place. Am I ready to implement the change? How easy will change be taken by others in the contractor's company? How much change I am prepared to do? How quickly am I prepared to change? Am I ready to accept a change in beliefs? Can I change my behavior? Am I willing to change the behaviors at my company?

Each step of change is indeed extremely important for the total success. Accepting one portion and refusing to accept other changes in the program will not work. Having a disbelief in some of the changes will prevent you from changing behaviors and implementing strategies for success. Each group will have their success stories and each will have failed stories. A best practice before committing is to speak to

contractors that fit into both categories and base your decision to join or not join after you have spoken to these contractors.

Keep in mind these groups are highly successful and I would recommend that every construction company research the many groups and decide to join the one group that best fits your needs. These groups can help you run your company at profits that are necessary to maintain a long lasting life well after you are gone from the company. The information these groups pass to you is immeasurable. A well organized accounting system that teaches the company how to track and what to track to maintain a well oiled and lean company that is on top of their competition. They teach you how to make great decisions that will increase your profitability and increase your service to the client for the utmost satisfaction.

They will give to you a fantastic system that will increase your ability to hire the right person for the job. They can improve your branding image with their suggestions for marketing .Typically these groups can help you with your purchasing strength buying products for less than your competition.

Research the availability of ongoing training for you and your staff. Be ready to commit to this ongoing training that will improve customer service in all phases of your company. Some of these phases include but not limited to advertising and answering the phone to delivery of your product and service to thanking the customer for becoming your client. Next is information to keep in front of your existing client base and how to gain new customers.

You can see that they offer many ideas and concepts that can and will help any construction /service company. It is true many of these items are free to the contractor with the advent of the computer and local libraries. However the construction owner is a very busy person running the company and ongoing jobs. This leaves little time to gain the proper education to learn how to run a business and leaves this on the outside looking in. On the job learning can lead to some mistakes that are too large to recover from without the company feeling the pain.

It is an extremely difficult task to choose the right group to join. It is your duty to make sure it is the right group. It is not the fault of the group that you fail it is your duty and responsibility to insure that you do not fail in choosing the right group. When you do make the wrong decision to join a group it now is our duty to discover this as soon as possible and look for another group to join. Again it is not the fault of the group it is your fault and the first rule with change is to take responsibility for your actions. They are your own actions.

Seek out the appropriate help that is available to and for you. Seek out help and recommendations from your peers and business associates. Join internet groups such as LinkedIn to start your research. Start connecting with people that can help you and you can help them with their business. Join trade internet based groups and discover trends. Within these trade groups you can discover who else is feeling the pain and discover what they are doing to get better. Frequently it is easy to join in the sound bites from those failed companies to blast a group that he or she joined. This does absolutely no good for you and others to try and place blame on your failures to other people or groups.

We all need help. We all can learn something new on a daily basis. When we stop learning we stop growing. There is no shame in saying hey I need help and then go get the proper help to remedy what ails you. It takes a bigger person to admit I may have done things in my life that are not working as good as I thought. What can I do to improve those things and me? Understanding and accepting that you are not fallible is the start of real growth towards success. The time is now to start adding to what your company offers and stop throwing the baby out with the wash water.

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