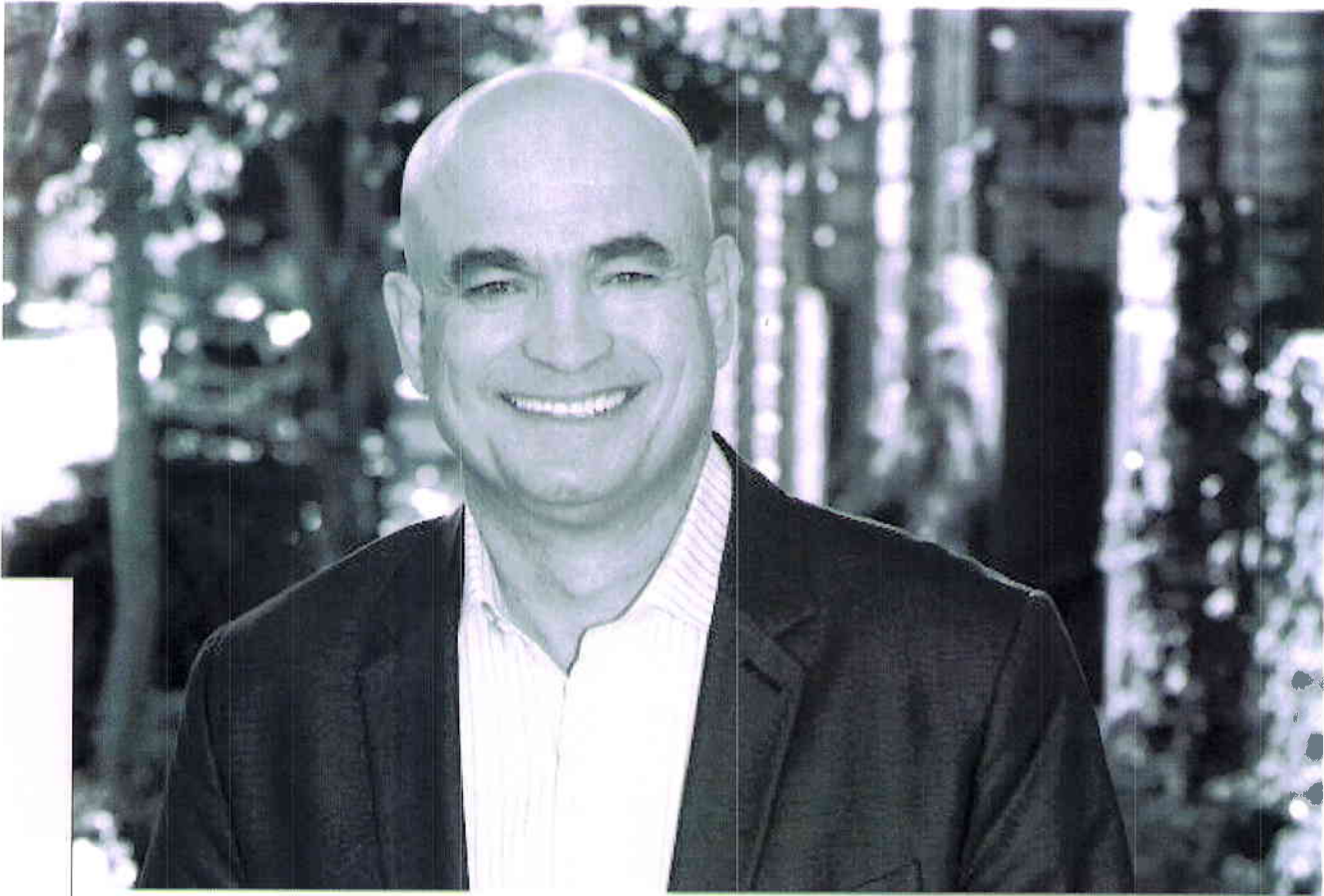


THE  TIMES

## 10 tips on future proofing



**Hazard** Photographer: Kit Campbell

**Carol Lewis**

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## Entrepreneur Troy Hazard shares his ideas on how you can ensure your business thrives now and for many years to come

The way business is conducted today is no different to business eight years ago, 80 years ago or 800 years ago. It has a cycle, flow and transaction process that does not change. The only thing that changes is what business represents to you and how you let that representation affect your future. At the end of the day the only way to achieve genuine success, in business and in life, is to be true and honest with yourself. That is the way to look at your business today, if you are to lead your business into the future. To be a leader

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Here are my top ten tips for how to prepare your business for tomorrow, today – or what I know now that I wish I had known then.

- 1.** People don't always do what they say they will do. It sounds obvious, but in business the frequency with which this happens is magnified proportionately to the person's veiled incompetence.
- 2.** Cash is not king. Cash flow is king. It's easy to chew up money that you have by not watching the money you don't have. He who has the gold wins.
- 3.** It's not different for you. Businesses are the same all over the world. If you are not seeing the success you seek then you are potentially seeking it from the wrong perspective. Take responsibility for your position and that responsibility will reward you.
- 4.** Purpose + Passion + People = Profits. If you don't have a reason why you are doing what you do, and a passion for how you are doing it, you can't possibly expect others to have an emotional connection to what you do.
- 5.** Have clarity of vision. With clarity of purpose you create a greater opportunity to match your personal vision with your business vision. Then your business is working for you, not you for it.
- 6.** Focus on winning the race, not avoiding the accident. Clarity of vision gives you an opportunity to think ahead strategically and avoid your plans being interrupted by day-to-day distractions.
- 7.** Don't seek to exceed, seek to anticipate. In a world of "faster, better, now", exceeding customer's expectations is redundant. We need to anticipate their expectations and deliver on their expectations of tomorrow, today.
- 8.** Be confident, not arrogant. Confident leaders lead through values, vision and vulnerability. Arrogant leaders lead through fear, blame and ego.
- 9.** Create a collaborative culture of conscious change. Change is not an action, it's a consciousness, a state of mind that is perpetuated through the culture you create in your business, and the collaboration of each and every person you lead.
- 10.** Start with the end in mind. The day you open/start/buy your business is the day you should know when you will be ready to exit the business. If you don't know what it looks like when it is finished, then there will be no end.

**Troy Hazard is an entrepreneur who has founded and nurtured 11 businesses in the past 20 years. He is former Global President of the Entrepreneurs' Organisation and hosts a business television talk show in the US**

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