

# WHAT'S YOUR WEAK LINK IN BUSINESS?

Knowledge is power. Use this quick guide to identify any potential weak links in your business, or keep this at hand as a reminder of what to monitor and improve.



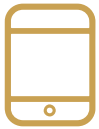
## WEAK DECISION-MAKING

Indecisiveness, overthinking, a lack of confidence and passivity can create a weak decision making link and **impede your business growth from the top down**. Strong leaders devote time and attention to improving their decision-making capabilities.



## POOR SYSTEMS

Poor business systems result in **higher costs and wasted time**. Inadequate Systems allow for more errors and lost opportunities, while affecting customer service and retention. This alone is a major cause of why smaller and medium sized businesses often fail.



## TECH ILLITERACY

**Being tech-savvy is increasingly becoming a non-negotiable in business**. The costs of letting your business fall behind in this area include lost productivity due to inefficient admin and other processes, a loss of marketing opportunities and new business, as well as a general inefficiency across systems, people, communications and more.



## FINANCIAL WEAKNESS

A compromised cash flow **threatens the viability and existence of your business**. Put simply, without positive cash flow in your business, you can expect a hit to your credit ratings and a threat to your business' competitive advantage, making it difficult to grow and attract customers. Personal stress is another result of negative cash flow and has a flow on effect to your business.



## COMPROMISED COMMUNICATION & LEADERSHIP

Poor communication in **business can harm productivity, clarity and morale** to name just a few major risks. Habits such as vague emails, ineffective reporting, unclear instructions and a lack of open dialogue are small issues that can add up to create a serious risk to your business.



## YOU'RE NOT HAPPY!

You don't wake up excited about the day ahead; you've lost the drive to succeed in your business and find it hard to remember your purpose... a lack of fulfilment from what you do, who you serve and the team you surround yourself will eventually lead to failure in your business as you are simply not aligned with your business goals.



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I would love to hear how these tips might have been helpful to you. If you have questions about this or would like assistance with your business growth, contact me for a free 30 minute strategy session at [debbie@debbiezita.com](mailto:debbie@debbiezita.com) or call 1300 699 043.