



**Structure + Strategy + Leadership = Results**

**Why Small Businesses Fail Or Lack Sustainability**

Over the decades of working with small businesses and lower middle-market companies, I have identified 4 primary reasons that businesses fail or lack sustainability.

1. Anemic Planning— You must have and consistently review your business plan. Whether it be a three-five page

plan, or a fifty page plan, you must have a plan. Your business plan is the roadmap to where you are going. Focus on your “Vision,” goals and key objectives.

2. Poor Execution— The discipline of execution and how good you are at what matters most to your customers, will

3. Unawareness Of Competition— Your competitive market analysis should be reviewed just as often as your business plan. Outpace the competition by knowing their strengths and weaknesses.

4. Weak Business Model with Unidentified Revenue Streams.



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**Why New Leaders Fail**

What makes leaders fail? Why are bad leadership habits perpetuated? As an avid and

lifelong student of the discipline of leadership, this article will set forth a few illustrations of why leaders fail.

The main reasons leaders fail are:

- They replicate the poor leadership habits of others.
- They are not born with leadership skills, neither do they attempt to develop them.

- Lack of leadership models/mentors.
- Lack of leadership training.
- Confusion over the secular versus spiritual in leadership philosophy.

The privilege of leadership is a high calling...and an adventure! The top-down attitude is what comes most naturally to most people, and is not the most ef-

fective model of leadership. Servant leadership is much more rare, and highly more effective. Effective leaders see themselves at the bottom of an inverted pyramid.

They understand that leadership is merely I-N-F-L-U-E-N-C-E!

A true leader takes people where they would never go on their own.

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