



FOUR PILLARS OF BUSINESS

When business owners want to grow their businesses, they often turn their attention to promotion (and perhaps to one or two forms of social media). However, there are four pillars of business that needs attention in order to grow a business, and to do so profitably. The four pillars are: (1) strategy and entrepreneurship; (2) finance; (3) marketing; and (4) resourcing. Just as the humble table needs four sturdy legs of equal size to successfully serve its purpose, so too, does a business need all four pillars to be equally sturdy and strong. When all four pillars are equally strong, the business is best placed to reach new customers, serve existing ones and do so in a way that is equally pleasing to the customer and business owner. If one pillar is weak or non-existent, the business will ultimately suffer. If too much attention is given to strategic planning, for instance, the business may not be taking the necessary steps to reach its target market. Similarly, if the business is devoting too much attention to promotion, the business may not be considering the business' strategic direction or whether they have optimised its pricing. Moreover, the business may not be considering whether it has the capacity to serve the new business that it may obtain through such promotional activities.



So, how can the business best equally strengthen its own four pillars? There may be periods throughout the calendar year when business is naturally quiet (such as after the Christmas rush). This is a great time to reflect on your business and what you would like to accomplish in your business over the next twelve months. From there, you can reflect on what steps you would need to take in order to accomplish those milestones. You can then turn your energies to how you might price your new initiatives as well as how you might market them (and to whom). Then you might spend five minutes a day (perhaps over breakfast) reviewing your progress, determining next steps as well as any corrective action you might need to take.

At the end of the business day, you can fully enjoy a solid business, that serves the kind of products/services you like delivering, to the kind of customers you enjoy serving, with a sustainably increasing level of profitability. If you would like to learn more, or you feel your business is weaker in one or more pillars, feel free to book into our workshops on Strategy and Entrepreneurship, Marketing, Finance and/or Resourcing as needed. See our website for details. Bookings can be made directly through our Eventbrite page.

OUR MISSION

To provide a professional service, using best practices.

OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.

OUR HIGHER ORDER CALLING:

To help you reach your full potential: Personally, Professionally, entrepreneurially and money-wise.

OO has changed its appearance. This newsletter is now exclusively delivered to your in-box. Some back issues will be available on the web. Now, more than ever, this newsletter will provide food for thought to help you reach your full potential: Personally, professionally, entrepreneurially and money-wise.

We welcome your thoughts, reflections and suggestions on how OO can better meet your needs.

DR ABRAMSON'S TEACHING CALENDER

Helping you Reach Your Full Potential: [Personally](#),
[Professionally](#), [Entrepreneurially](#), and [Money-wise](#).

March		
6 th	The Psychology of Share Investing, Talk I: How Lessons from the Past Can Inform Your Investment Decisions	
25 th	P.D.: Making the Most of Your CPD Learning Plan	
April		
3 rd :	The Psychology of Share Investing, Talk II: How Mum-and-Dad Investors Compare to Institutional Investors and What it Means for Us as Share Investors	
8 th	Marketing the Business Entrepreneurially for SMEs, Day 1	
15 th	Marketing the Business Entrepreneurially for SMEs, Day 2	
22 nd	Marketing the Business Entrepreneurially for SMEs, Day 3	
24 th	P.D.: How to Really Know If We are Delivering What Our Clients Need/Want	
29 th	Marketing the Business Entrepreneurially for SMEs, Day 4	
May		
6 th	Strategy and Entrepreneurship in Private Practice, Day 1	
8 th	The Psychology of Share Investing, Talk III: Profile of Share Investors and the Key Message for Us as Share Investors	
13 th	Strategy and Entrepreneurship in Private Practice, Day 2	
15 th	P.D.: Social Media and Private Practice	
27 th	Strategy and Entrepreneurship in Private Practice, Day 3	
June		
3 rd	Professional Practice Program (HYPNOSIS), Workshop 1	
10 th	Business Finance for Private Practice and SMEs, Day 1	
12 th	The Psychology of Share Investing, Talk I: How Lessons from the Past Can Inform Your Investment Decisions	
17 th	Professional Practice Program (HYPNOSIS), Workshop 2	
20 th	P.D. The Psychological Meaning of \$\$s and How It Plays Out at Home and Work (Open to Psychologists, share investors and business owners).	
24 th	Business Finance for Private Practice and SMEs, Day 2	
July		
1 st	Marketing the Private Practice, Entrepreneurially, Day 1	
8 th	Marketing the Private Practice, Entrepreneurially, Day 2	
10 th	The Psychology of Share Investing, Talk II: How Mum-and-Dad Investors Compare to Institutional Investors and What it Means for Us as Share Investors	
15 th	Marketing the Private Practice, Entrepreneurially, Day 3	
18 th	P.D.: How to Finance the P.P. for Growth and Increased Profitability	
29 th	Marketing the Private Practice, Entrepreneurially, Day 4	
August		
5 th	Strategic Growth for Private Practice and SMEs, Day 1	
12 th	Strategic Growth for Private Practice and SMEs, Day 2	
14 th	The Psychology of Share Investing, Talk III: Profile of Share Investors and the Key Message for Us as Share Investors	
19 th	Strategic Growth for Private Practice and SMEs, Day 3	
20 th	P.D.: The Psychological Treatment of \$\$s: How it Plays out at Home and Work	
26 th	Professional Practice Program (HYPNOSIS), Workshop 3	
September		
2 nd	Using the Power of Neuroscience and Your Subconscious to Maximise Career Potential, Day 1	
4 th	The Psychology of Share Investing, Talk I: How Lessons from the Past Can Inform Your Investment Decisions	
16 th	Using the Power of Neuroscience and Your Subconscious to Maximise Career Potential, Day 2	
17 th	P.D.: The Psychological Followers of \$\$s: How it Plays out at Home and Work	
23 rd	Using the Power of Neuroscience and Your Subconscious to Maximise Career Potential, Day 3	
30 th	Professional Practice Program (HYPNOSIS), Workshop 4	
October		
7 th	Resourcing the Private Practice and SME, Day 1	
14 th	Resourcing the Private Practice and SME, Day 2	
16 th	The Psychology of Share Investing, Talk II: How Mum-and-Dad Investors Compare to Institutional Investors and What it Means for Us as Share Investors	
21 st	Resourcing the Private Practice and SME, Day 3	
28 th	Professional Practice Program (HYPNOSIS), Workshop 5	
November		
11 th	Professional Practice Program (HYPNOSIS), Workshop 6	
18 th	PD: The Psychology of Investing: Highlights from Dr. Abramson's research	
20 th	The Psychology of Share Investing, Talk III: Profile of Share Investors and the Key Message for Us as Share Investors	
25 th	Advanced Strategic Growth for Private Practice and SMEs, Day 1	
December		
2 nd	Advanced Strategic Growth for Private Practice and SMEs, Day 2	
9 th	Advanced Strategic Growth for Private Practice and SMEs, Day 3	

MAKING THE MOST OF YOUR RESOLUTIONS

We have now prepared an audio recording of Making the Most of Your New Year's Resolutions. This recording can help you make the most of your new year's resolutions as well as your dreams, aspirations and resolutions set at other times of the year. Orders can be placed by phone or email. Orders can be collected or they can be posted to your preferred postal address. Audio recordings are \$22/CD (plus P+H, if applicable). At the end of the day, we want to help you make the most of your full potential: Personally, professionally, entrepreneurially and money-wise.

FOOD FOR THOUGHT

It is always worthwhile to reflect on the business you are in. And, when that 'business' aligns with what you truly love, you will find it easier to build your business to ever increasing heights.

At the end of the day, we are all entitled to work in businesses where we can do what we fully enjoy and serve the kinds of clients we enjoy working with. So, what business are you in? Is it where you wanna be? If not, how can you tweak your business so that it better represents what you truly love and better serves the kind of people you enjoy working with.