

## Why go all the way around the pie?

For many people, working on the business is a lot harder to do than it sounds. Limited time, resource or funds mean that owners and managers are required to focus on making day-to-day things happen.

Using the Business Sorter process will help you to step back and take a broader look. You'll see things you know you must do, things you may not want to do but know are important, and possibly even things you haven't thought about yet.

Why it's important to look at every area of the pie:



1. By stepping back, reflecting, and assessing all your possible alternatives first, you are in a stronger position to get your priorities right, and you might choose to do things differently.
2. Being focused on the detail can make it extremely difficult to see things that seem obvious once you step back.
3. You are more likely to clearly see where you need to focus, where changes need to be made, and how that will impact your wider business.
4. Following a process forces you to ask different questions. This is a high-value activity to help you think more strategically and creatively. It helps with solving problems and generating new ideas.
5. If you don't have your priorities correct from the start, you may run out of resource, money, and time to work on things that may prove to be key.
6. Everyone has a bias for tackling things they understand and know they can do well. However, it's often the things we don't want to tackle or focus on that can make the greatest difference.

*"The goals you set, drive the results you get."*