

JEAN ROBERTS UPDATE

♥ February 2018 ♥

Founder and Director of Roberts Management Concepts Pty Ltd from 1985 to 2012.
Jean is based in Melbourne, Australia

**An extract from *One Person Show – the smallest of small business*
... your first step as an entrepreneur, 2nd Edition, Jean Roberts 2017**

**This publication is available in paper-back and e-book, and features my -
and Shakespeare's - experiences as entrepreneurs**

Link to Jean's current publications - with all 2017 and 2018 issues of *Jean Roberts Update*:
<https://www.echobooks.com.au/business/jean-roberts-management-publications/>

Extract from **Section 5: One Person Show/Entrepreneur's Toolkit**
Innovation Stage – new things, or new ways of doing existing things

Both your business methods and systems, and your intended product or service will require innovation.

You may adapt and adopt established business methods and systems, or create your own. Either way, you will be using your imagination, assessing potential competition or competitors, considering your financial status, undertaking market research, and making lots of decisions. You may be creating a totally new product or service, or adapting, improving and perhaps radically changing an existing product or service.

You will almost certainly be spending a lot of time in discussion with others, and in the seclusion of your office or workspace – surprised at the number of decisions that need to be made, with you as the final decision-maker.

The objective of this Stage is to know:

1. what you can offer, **and**
2. how this will be different or better than what is currently available, **and**
3. who needs or wants it, **and**
4. who is able and willing to pay a price that is greater than the cost of preparing the product or service for sale, **and**
5. how your business methods and systems will support both your business and your intended product or service (ie your business idea or intention), and enable you to monitor and measure progress.

You may have to start 'doing' before you are through with 'planning'. This can happen when you need to demonstrate in a practical way what you are planning to do - perhaps to a potential client or source of finance. At such a time, you will be adopting the traditional research and development model. (refer Tool No. 11: Business Life Cycles – Research and Development)

If your intended product or service is a business method or system, be careful to clearly separate your product or service from the business methods or systems you intend to use to manage your *One Person Show*. You need simple, manageable, cost-effective and reliable business methods and systems at this stage rather than a sophisticated package that would

be more appropriate when you are well established, with paid staff or contractors, a core client base and a proven product or service that has earned market acceptance.

You can find yourself a target for producers or distributors of packaged products or services at this early stage which are usually business methods or systems. The wisdom of the business world is that if it sounds too good to be true, it most likely is! Another situation in which to carefully manage your trust.

Innovation covers:

1. something newly introduced (such as a new method or device),
2. inventing or beginning to apply new or different methods or ideas, and
3. renewing or creating something new from what already exists.

A common myth about innovation is that innovation is only about new 'things'. Not so! Innovation can also be about improving, changing – or even doing away with – existing 'things'.

There is a process of creativity, and it's possible for any person to be creative.

- Some of us create conceptually – others technically,
- Some create easily – others with effort.
- Some create visually, dreaming dreams and seeing visions,
- Yet others create through research, digging into facts, gathering opinions or examples, examining case studies, and comparing statistics.

It's possible – and highly desirable – to schedule creativity into your work schedule, in the same way that you schedule 'paying accounts'. To do so, requires an understanding of the process of creativity:

- The one essential ingredient for creativity is emotion,
- Think of the many thousands of thoughts that come into your mind each day- most of which simply pass on into your subconscious or out into the ether: thoughts can flow from many sources, including events, observations, conversations, dreams, reading or experiences,
- The thoughts that connect with your emotions are those you will keep in your conscious mind to work with in some way: the connecting emotion can be positive, negative, or somewhere in between,
- The essential ingredient for creativity is the connection between thought and emotion. There is no more powerful force than this. You can become excited, angry, concerned, interested, confused, desperate, traumatised, fulfilled, exhilarated in an instant response to a thought – what you are experiencing is the triggering of a creative response.

If you simply allow your emotional response to dominate your thinking, the opportunity for creativity may pass. But if you respond intellectually to the emotional response, you are on your way to creativity. It's then a matter of allowing your natural creative style to lead further thoughts along this tangent to develop into a concept plan, and then with more work into a project plan.

Momentum

Entrepreneurship, innovation and creativity all indicate change, and the concept of momentum is of great relevance when you are planning or implementing change.

The speed with which change is introduced into your *One Person Show* can be a crucial factor in your own – and others' – acceptance, and of the eventual success of the change. Bear in mind that change can be initiated by yourself, or can be imposed from external sources or forces.

The best advice is to heed the concept of momentum, which has three basic components:

- the size of the object,
- the speed with which it is moving, and
- the direction in which it is moving.

If you transfer these components to the introduction of change into your *One Person Show*, you are looking at:

- the size of the change – the amount of change and the degree to which your *One Person Show* and its environment may be affected by the change,
- the speed of introducing the change - the amount of preliminary discussion, preparation and planning, and time allocated or available to the introductory stage, and
- the direction in which the change is taking your *One Person Show* - the purpose and vision you are working to achieve in the grand, as well as the immediate, plan.

Change that follows identification and analysis of the status quo will, of its very nature, respect these three components of momentum and develop its own genuine self-induced momentum.

Jean Roberts

An update on my cancer journey – am about to enter an arrangement with Eastern Palliative Care for continuation of my home-based care. As from September 2017, I have appreciated the care and wound-treatment provided by Boston Clarke/Royal District Nursing Service.

Contact details: Ph: 61 3 9870 7595 M: 0419 521 172 jean146@ozemail.com.au
