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Juanita Vorster
Cert.Dir, South Africa.

Staying in the Helicopter: The key to sustained profitable growth.

Abstract

One of the biggest challenges for anyone running – or involved in running – a business of any size in any industry is keeping an eye on all the moving parts of the business without getting stuck on any one of these parts. Business leaders inevitably find themselves spending the greater part of their time dealing with the day-to-day and only occasionally take the time to view the bigger picture. When business owners start out they're crystal clear on what the business is there for but what we often see is, over time, that purpose disappears or changes, but because the business owners never talk about purpose – or they don't do it often enough – this shift in purpose starts causing conflict or ineffectiveness. In addition, the majority of these stakeholders want a company's values to align to ethical standards that aim to protect and preserve individuals, communities and natural resources. Making the values of a business easily understandable and consistently visible will make it easier for employees, customers, investors and so on to decide if they want to make your business part of their lives. Furthermore, business leaders must have clarity on the direction, the shape, the differentiators, the prices, the measurements, the customers, the people, the leader, and the future of the business. If they don't, they will inevitably get stuck in the details to the detriment of sustained profitable business growth.

Biography:

Juanita started her own highly regarded and successful, fully remote working, outsourced marketing business in 2013. The company has reported profitable growth every year since its inception with very low churn in staff and clients. She started her journey from employee to self-employed to employer without any managerial experience or business administration qualifications. Her early business decisions were guided by her intuition and in line with her principles. On stage and in the classroom Juanita combines her "old millennial" energy and point of view with the tried and tested fundamentals that underpin her success

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