

The 2 most important components of a successful business!

My career has spanned over 3 decades and in that time I have worked many different jobs. I started as a “Tea Boy” on one of the leading newspapers in England. I have worked as a lookout for those guys that you see selling “stuff” out of suitcases on the street. I have been an apprentice in the printing industry which led to my becoming a print salesman and then into the embryonic and emerging “Promotional Marketing” arena in the UK. After getting all of the different experiences I was lucky enough to decide to go into business with my best friend and founded a Creative Agency which through a great deal of luck and sweat equity became one of the top 5 creative groups in the UK. I then sailed for America and founded a company from scratch that became the largest marketing and promotion company in the United States. The company was fortunate enough to be purchased by Omnicom and this enabled me to become a “Beach Boy”, not the group, then a consultant and finally a speaker and author.

That’s a lot of time doing many things that I really enjoyed and I think I made reasonable contributions to the companies that I worked with. In addition I also got a lot out of working in different industries with many differing people.

Over the years I have found that there are many components that contribute to a successful and profitable company and the leading one most certainly is your company’s people. Making sure that you surround yourself with the most talented people that share the passion that hopefully you have for your business will absolutely swing the odds of success in your favor. The thing is, how do you do that, because quite frankly most of us do not have the interviewing skills to make sure the fit is right. In a later article I will introduce you to my concept of “Hiring is a process not an act” which covers most of the things you need to complete in the hiring process. (If you can’t wait just e-mail me via my web site and I’ll send it to you now!)

The second most important component in yours or anyone’s business is your brand and quite frankly most companies do not pay anywhere

near enough attention to their brand. First of all you must remember that you have a brand, it really doesn't matter how small or large you are. Second, your brand's image and impression in the marketplace is "Unique to you". It's one of the only things that your competition can't copy or take away from you. You own it and it's up to you to decide what you want it to be or become in the eyes of your customers. Make sure that if you are the owner or leader of your company that you keep control of the brand, it really is something that you should never delegate responsibility of. You made it, created it and should understand it far better than anyone else. So that's it, in my opinion, by far the 2 most important components in your company are your people and your brand, focus on these two areas and you will distance yourself from your competition.



JACK SIMS – founded not 1 but 2 national corporations. His second became the #1 ranked and largest Marketing & Promotion Agency in America. Now he is a high energy speaker that addresses CEO's, Presidents, owners, management and associations that want to make their products goods or services into the Brand Leader in their category!

His book "Growing small businesses into Big Brands" is available on his web site www.jacksims.com or www.amazon.com
Contact Jack at the website or email: info@jacksims.com