



The skills to meet your goals

SMALL businesses are suffering a skills shortage of a different kind – at the top – says Adelaide businesswoman Ly Lim. Business owners and managers lack the time and energy to learn necessary management and technology skills.

“As well as understanding customer demands, business owners need to stay on top of sales and marketing, bookkeeping, quality control, recruitment and staff management,” says the managing director of South Australian-based technology and training business Knowledge Plus.

“There is also the constant need for business planning to keep at the forefront of market demand.”

In her book, *Small Pebble Big Ripple*, Ms Lim provides an easy-to-read checklist of tips and suggestions to assist business owners to meet the heavy demands on their time and attention.

“Many business owners run off the rails or run out of steam because they lose sight of the fact that the business should be a mechanism to help them to achieve their life goals,” she says.

“Every business owner needs to start with a promise to him or herself.

“It may be to pay off the mortgage, buy a new car or take a dream holiday, but it has to be a promise they commit to keeping.

“The aim is to align your business with your personal goals, so you can keep your business on track and in perspective.

“After that, you need to achieve your business goals, meet your customers’ needs

and satisfy your employees’ expectations.

“It’s a balancing act that takes a lot of commitment, energy and skill.”

Among the secrets of success from Ms Lim’s book:

MAKE a promise to yourself to keep reinventing your business by generating new products and services.

LISTEN to your customers because they tell you how your business should develop.

AUTOMATE business processes. Habits keep inefficient behaviours in place. Learn how you can use technology to create positive change.

BUILD alliances with compatible businesses to get critical mass without adding overheads.

THANK your customers. Make business personal, to build your relationship with your customers.

MAINTAIN your work-life balance – it’s where your energy comes from.

Knowledge Plus is running the Small Business Leverage Program, an initiative to bring together business owners with mentors who have many years’ experience in running their own businesses and want an opportunity to give back to the community.

□ Inquiries: *Small Pebble Big Ripple* (\$19.95 from Hybrid Publishers) is available at selected book stores. Check www.knowledgeplus.com.au



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MANY HANDS: Ly and Les Lim at work. Baby Jorja is cared for by Ms Lim's mother, Muoy Lim.