

How to be a grade A failure!

We thought that the following extract from an IOD article was most apt in the current conditions and is reproduced to provide encouragement to you.

“History shows that failure is the default condition of business. Most companies collapse, most chief executives flop and most start-ups stop. But failure isn’t fatal. Many of the world’s greatest leaders have failed their way to success. Those who persevere, despite repeated failure, often challenge conventional wisdom, and also share 6 characteristics.

Ambition – Successful failures are staggeringly ambitious. Thomas Watson (IBM), Steve Jobs (Apple Corporation), Gabrielle Chanel (Chanel No. 5).

Activity – It is impossible to understate their appetite for work. Watson did not retire until a month before his death aged 82. Rupert Murdoch remains hands-on aged 75. Madonna maintains a gruelling keep-fit routine and drilled-to-perfection stage shows.

Astigmatism – Equally legendary is a quirky ability to see what competitors can’t. Sam Walton (Wal-Mart) saw the opportunities for small town discount stores. Chanel sensed the latent demand for less formal outfits. Watson could tell that the most unprofitable part of his business, tabulating machines, had the greatest long-term potential.

Amplification – Most business people lack the ability to stand out in a crowd. Richard Branson, Donald Trump, Michael O’Leary and Steve Jobs on the other hand are never backward about coming forward.

Aphorism – There’s nothing like a snappy slogan to attract attention and energise employees. “Think” (IBM), “Think Different (Apple), “Fashion changes, style remains” (Chanel) and “Absolutely no refunds” (Ryanair).

Abidance – But the most important “fail better” trait is perseverance. Those that hang in there despite total failure are those who win through in the end. As a serial failure Winston Churchill once observed, “never give in, never give in ... never, never, never, never give up”

Problems in tax offices (with acknowledgement to our friends at H.M. Williams)

A lady HMRC whistleblower says that overworked tax staff are routinely ignoring mistakes, refusing to answer phone calls and even binning letters. People who ring in with complaints are cut off simply to meet government targets on answering calls. She added that staff have actually been told that, when someone rings in with a tax enquiry and you spot a mistake on a person’s record, you have to ignore it unless they have actually asked you to look at that mistake. It’s all about the government target of answering so many calls in a day.

Peter
24th August, 2009

BUSINESS IS GREAT AND WE ARE READY FOR MORE. WE WOULD REALLY APPRECIATE REFERRALS TO YOUR BUSINESS ASSOCIATES.

**BUILDING YOUR
BUSINESS VALUE**

THOMAS COX & CO
4 HOME FARM
LUTON HOE ESTATE
BEDFORDSHIRE
LU1 3TD

TEL: 01582 482224
FAX: 01582 720605
EMAIL: PETER@THOMASCOX.CO.UK
WEB: WWW.THOMASCOX.CO.UK