

**We listen twice
and speak once**



Business Development Alliance

Four Attributes of every Business
Business Development Alliance, by Marty Barnhart

Fixed to the rock...a good foundation.

Whenever you start a new business or make a job transition, it should be made up of four distinct stages. This process can be compared to building a house. First, we must prepare to build by laying a foundation. That foundation is none other than good planning by asking questions, seeking advice, knowing your own talents and gifts and then digging deep for the long haul.

Second, as we enter into this business or vocation, we will experience trials, testings, challenges and successes that are designed to provide "growth experiences". These experiences will build your confidence that the decision you made was right. The depth and width of your courage to step into and stay in this arena is directly proportional to the growth experiences that will come into your life.

The third stage deals with motives. What is the motive behind my actions? Is it only financial accumulation? Is it to gain control? Is it to create independence? The primary motive must be a passion that you couldn't and wouldn't do anything else. These other factors must be by-products of the decision. If they are central rather than the primary passion then you will get discouraged and may not last.

Finally, be prepared to take action. Here we must ask, "Do we have the skill, quality, and ability to enter into this activity?" So often we have not trained ourselves adequately to be successful in our endeavor. You would never want someone working on your teeth who had not been trained and certified as a dentist.

Before you begin your next project, ask yourself these four questions.

1. What is the foundation this project is based on?
2. What experiences have I had that demonstrate that I have the confidence for the long haul?
3. What is my motive for entering this activity?
4. Do I have the skill, quality, and ability to accomplish the task?

Answering these questions will tell you whether this activity is right for you or is it just a dream that someone else put into your mind or an escape from the job you may have held previously?

My hope is that you are passionate about building relationships and doing what you were wired to do.

Passionate about seeing you succeed,

Marty Barnhart
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