K4orce
Small Business Coaching

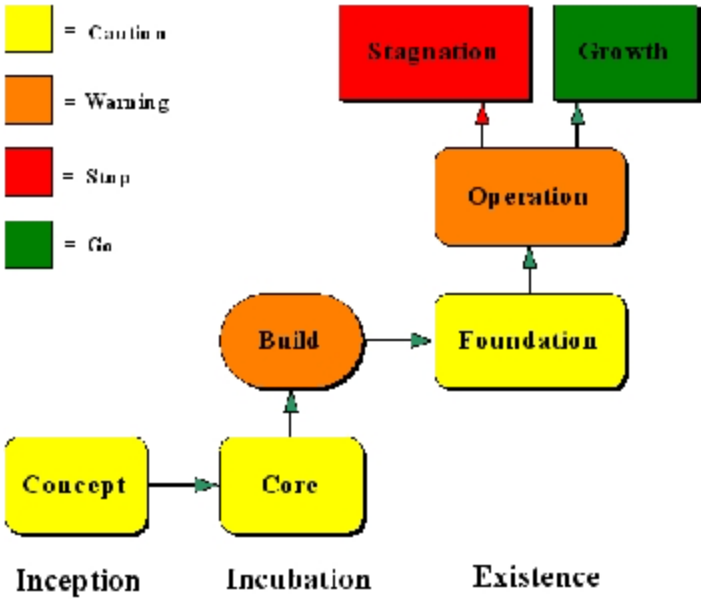
BIZMO

Volume 1, September 2007 – Putting Business in Motion

Welcome to BIZMO!

BIZMO stands for Business in Motion. Our new monthly newsletter is designed to help you learn a little bit about how to put your business back into motion. At K4orce Small Business Coaching we use a simple model to define the lifecycle of a business. Many individuals use a product life cycle when speaking about business. We view things a little differently. Below is a visual example of how the K4orce Small Business life cycle looks.

Small Business Life Cycle:



In this flowchart you see that your business starts in the Inception stage with a Concept. Once your Concept is solid then you move on to the Incubation stage where you nurture the business and develop your Core business. Once you have a Core established you begin to Build your business. As you build your business you develop a firm Foundation. Once you' ve established a stable Foundation you have reached the Existence stage. During the Existence stage you manage your Foundation via the Operation of your business. The end result is one of two pathways. Stagnation or Growth. If you have a great company then it will grow naturally and if not then it will stagnate. Stagnation is a red flag that there is work to be done in the Foundation and Operation implementations of your business. Growth is the green light that you are doing things right. If your business is stagnant then it is not in motion. K4orce Small Business Coaching puts businesses in motion.

What is it?

In our " What Is It?" column we look at various business terms, products, procedures, technology and anything else we can think of to gain more knowledge in. Our favorite questions are *Why* and *How*. The more you ask these questions the more you will understand because the better insight you will have into how things work and why they work that way!

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