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BEAT THE PLATE SPINNER SYNDROME™



David Hills, C.A., Chairman of Boomerang Business Strategies Inc. (Canada) and President of Small Business Advisors Ltd. (Bermuda) has provided counseling services to more than 650 Canadian and 350 Bermudian businesses since 1987. A successful entrepreneur in his own right, David's easy-going nature combines with a deep understanding of the inner workings of small business. He has given a great "leg up" to both fledgling businesses and the more well established operations. His aim has always been to make business owners not to just survive but also to grow beyond the expectations of the owners themselves.

To help business access the scope of experience and knowledge held by David, he created **The Vision Transformation Process™**. The Vision Transformation Process is a multi-step program that examines the current status

of a business operation, the potential for growth, and most uniquely the quality of life that is desired by the entrepreneur. Then steps are taken to assist the entrepreneur achieve not only his professional and business goals but also his or her life goals.

"Balance and clear vision are the keys to a successful business and a great quality of life", explains Hills.

According to Hills, the people that qualify best and benefit most from participating in the program are the driven entrepreneurs who inevitably find themselves handling responsibilities and issues that should be handled by others. They become entrenched in crisis management and day to day operational workings of the business instead of focusing upon building the business or doing what they most enjoy and do best. In other words they tend to get caught up in what we call "**The Plate Spinner Syndrome™**".

The Vision Transformation Process™ helps business owners see the big picture, to create wealth by building a great team for support, and to develop a system which will allow them to do the work they

do best and still enjoy free time with friends and family.

Hills explains: "Not to date myself but I stumbled across an old Ed Sullivan Show the other evening and it triggered many memories of those shows. Of interest was the segment showing the plate spinner act. If you have never seen this you have missed quite a bit of excitement and frenzy. The act is one man keeping six plates spinning while doing a variety of other tricks and balancing acts. Needless to say he rarely makes it through the act without some of the plates hitting the floor!"

On meeting many entrepreneurs for the first time I can quickly identify that this person is trying to emulate the above-mentioned act. ***I call this "The Plate Spinner Syndrome™". This manifests itself in the entrepreneur attempting to not only "be all things to all people" but in also convincing him or herself that he/she can "do it all."***

Does this sound familiar? Hills suggests that a few simple questions yield the answer:

***Are you working 24/7?
Are you stressed and full of anxiety? Are you doing things you do not like to do? Are you the sales guy? The operations manager? The delivery person? And the one I really like -- the person who vacuums the***

office floors prior to opening? Answering yes to any of these questions? Then you, my friend, are suffering from "The Plate Spinner Syndrome™" and it is likely driving you absolutely crazy. One other very major question. Do you spend adequate time with your family? This is usually the first slice of time to disappear as all focus is on the business.

The goal of a great quality of life is usually foremost in the minds of most entrepreneurs yet it is this very time and quality that is the first to be eliminated when things get tough with your business. This time must be identified and planned in order to maintain your perspective on life and family.

Another danger with this syndrome is the impact on your business. Too many plates and it is immediately apparent that your business and more likely yourself, are close to "hitting the wall". All of your hard work and sacrifice will have been for nothing.

We developed The Vision Transformation Process™ to help entrepreneurs to not only attain their vision but to ensure that their goals of optimizing their money making potential, enjoying a high quality of life, and achieving their life goals are attained.