

## **The Ten Reasons Your Business Will Fail**

*By Jay Forte*

You have no choice but to be great; ordinary products, services, workplaces and employees insure you are forgotten. And if forgotten, you are out of business. Stay successful by knowing the reasons businesses fail. Your business will fail if:

1. Your business vision is not bold and audacious enough to attract great employees and loyal customers, or it is great but no one knows it.
2. You have the wrong employees working for you, or you have the right employees placed in the wrong roles.
3. You have not spent quality one-on-one time with your employees each week, helping them learn and grow to encourage their performance.
4. You have not created performance expectations for and with each employee so they know what is expected of them and they can own their performance.
5. You do not actively and openly support and encourage employees to be innovative, to take risks for greatness and to dream at work.
6. You do not have a regular discussion with your employees about their future that includes a look at their talents, values and interests and the things that are important to them.
7. Your workplace is bland, boring, and uninspiring for employees and they share this negative perspective with their friends and social networks.
8. Your employees do not know how or why they should create passionate or emotional connections with your customers.
9. Your products, employees, workplace and management do not STAND OUT enough to be remembered by customers.
10. Your management style is stuck in "command-and-control" instead of "inspire-and-engage"; you treat your employees like expenses instead of assets.

Start your plan to change with the times. Engaged employees with strong connections to their managers is the key to millennial performance. Build a plan to respond to each of these ten reasons why businesses fail and you will outlast, out-invent and outperform all others.