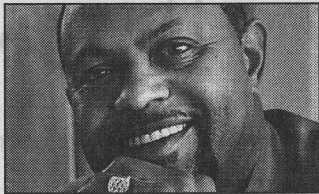


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PUTTING THE RIGHT INGREDIENTS INTO YOUR BUSINESS

WAS IN the kitchen cooking some time ago, and I thought about the similarities between cooking and operating a business. Weird, huh?

Well, not really. Unbelievably, there are similarities. If this is difficult for you to grasp, keep reading.

First – studying the craft is essential. The main reason is that a business, just like cooking, is ever-evolving. Just because you know one approach to complete a task does not mean you should neglect new technologies or methods.

As in cooking, in business you also must be willing to refine your methods and strategies if needed to ensure the appropriate outcomes. Simply put, you must commit to being a lifelong learner, not a one-stop know-it-all.

One way to study the craft is to observe others, listen to learn and ask questions when in doubt or to gain further information. It is important to note, though, it is just

Ingredients you need to operate a business include self-motivation, diligence, financial responsibility and patience.

as important to observe, listen and ask questions about others' failures as well as successes. Both offer teachable lessons.

Observe, listen and ask questions with a purpose – to learn from others who have traveled the path before you.

Second – checking to make sure you have the proper ingredients is critical. For a dish to be prepared correctly, for instance, you must have the proper ingredients and cannot afford to skimp on the essentials. Likewise, in business, one must have the proper ingredients to be at the helm of the day-to-day operations.

Some of the proper ingredients you need to operate a business include self-motivation, diligence, financial responsibility and patience.

Finally – employing creativity is vital, to create lasting, memorable impressions. Instead of serving dessert in a casserole dish, for example, stemware can be used, such as martini glasses or goblets. In business, creativity can help to differentiate services or products offered.

In other words, stand out from the crowd; do not just settle for the status quo.

Yes, there are similarities in cooking and running a business. Studying the craft, checking to ensure you have the right ingredients, and being creative can help in both cooking and business. The title of this article is not so weird, huh?

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