

Business Success

What is it?
How do we achieve it?

Curtis Rippee
Dallas Roundtable Presentation

RCFO Tag Line

Business Success Through
Financial Intelligence

The tag line for RCFO is Business Success Through Financial Intelligence yet do we really have a clear definition of what Business Success is?

DRT Vision Statement

We are a group of 50 strong, who believe in helping each other in business and to achieve greater **SUCCESS** by extending and leveraging our networks to all influential leaders throughout DFW."

The DRT vision statement states that Success is a core value of DRT. What is the Success we are trying to help each other achieve?

What is Business Success?

- Is it Revenue?
- Is it Profits?
- Is it Cash Flow?

Society and the business world would define Business Success as one of these.

"End" or "Means to an End"

Revenue, profits, and cash flow are just
“means” and not the “end.”

Truth is that revenue, profits and cash flow are just a means to an end. They are not by definition business success but they do assist us in achieving business success.

What is Business Success?

- Is it “Peace of Mind?”
- Is it Power?
- Is it Influence?

Peace of Mind is an result but it is not business success. Power and influence are temporary and relative.

What is a Business?

A business is a series of promises made to several different constituents.

When you break down the term Business Success into “Business” and “Success”, it becomes easier to define. At its core, business is really a series of promises made to several different constituents and the promises need to be fulfilled concurrently.

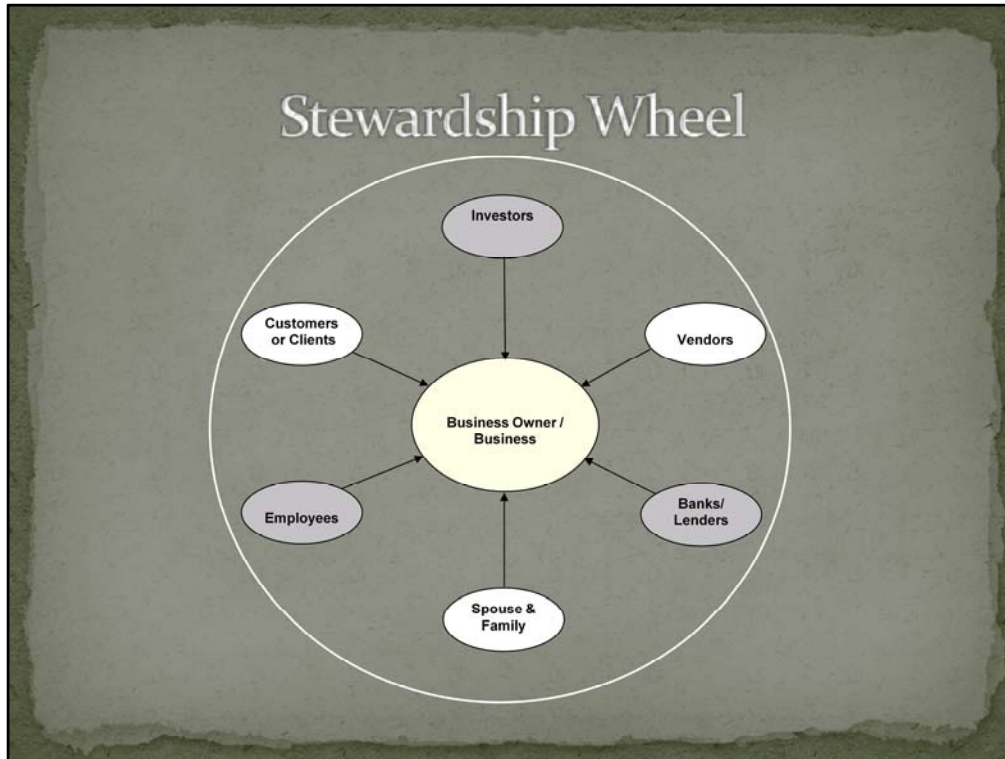


Here are the main constituents that the business owner or business to whom has made promises. If a business owner neglects the promises made to any of the constituents, the business begins to suffer eventually affecting the other relationships.

What is Success?

Making the most out of that which you
have been entrusted. It is stewardship.

Our firm has been looking at this issue for over a year. We have concluded that true business success is achieved when you make the most out of that which you have been entrusted. When you surpass the expectations of those to whom you have made promises, you have succeed.

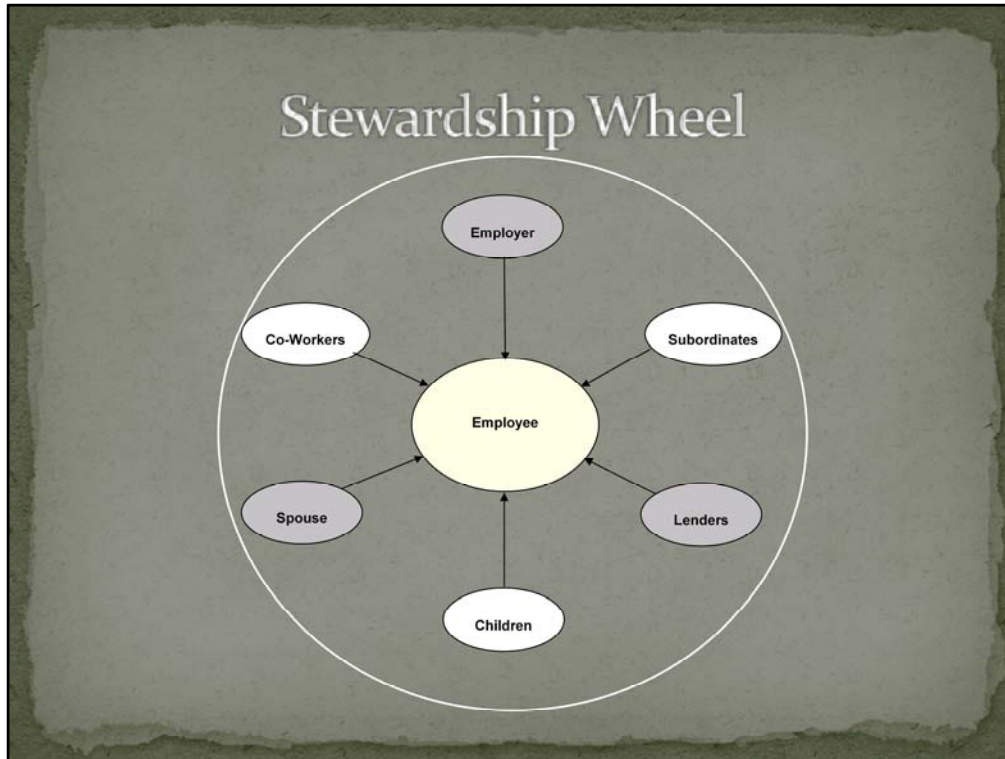


Business Success can be boiled down to not only fulfilling the promises made to the various constituents but making the most out of that which the constituents have entrusted to you. Each constituent has entrusted you with something of value. When you make the most out of that value, you will succeed. To the extent you fail to make the most out of one of those relationships, the wheel begins to have a flat spot which will eventually tear apart the vehicle on which the wheel is attached, the business.

Zig Ziglar quote:

"You can have everything in life that you want if you will just *help enough other people* get what they want."

Helping others is the key.



Even if you are not a business owner and are employed by someone else, you have made promises to several constituents who have entrusted you with something of value. Like the business owner, your success is dependent on your ability to keep those promises and make the most out of what you have been entrusted.

DRT Vision Statement

We are a group of 50 strong, who believe in ***HELPING EACH OTHER*** in business and to achieve greater ***success*** by extending and leveraging our networks to all influential leaders throughout DFW."

The critical part of the DRT vision statement is not "Success" but the "Helping Each Other" component. Note that Success comes after we Help Each Other.

Business Success Questions

With what have you been entrusted?

Are you making the most out of that
which you have been entrusted?

Consider the challenge of these questions today.

Henry David Thoreau quote:

“Most men lead lives of quiet desperation,
and die with a song still in them”

This is a chilling but applicable quote. I wonder if this is true because we are not making the most out of that which we have been entrusted. Make sure you are trying to succeed at the right thing and you have a clear definition of success. If not, stewardship is impossible. You are fighting the tide and not relying on your natural gifts and talents.

Solomon said:

“He who loves money will not be satisfied with money, nor he who loves abundance with its income. This too is vanity.”

No matter whether you are Christian, Jew, any other religion or not religious at all, it is hard to argue against the wisdom of Solomon. He was one of the richest and wisest men to ever live. Success cannot be defined in terms of money or profits as they do not have the power to satisfy.

Solomon said:

"Here is what I have seen to be good and fitting: to eat, to drink and enjoy oneself in all one's labor in which he toils under the sun during the few years of his life which God has given him; for this is his reward."

We are to enjoy our lives and our work. Make sure you are in a position to do so.

Business Success Question

With what have you been entrusted?

Are you making the most out of that which you have been entrusted?

Ask yourself again these questions.