



GPS - How to Reduce the 3 Sources of Friction in Your Business

Andrew here from Growth and Profit Solutions. Welcome!

I had a conversation the other day with a client who was complaining about work was getting harder both in terms of what they were doing, and how they were doing it.

So, I shared the concept of business friction with him.

What do we mean by friction?

Friction is a force that hold backs movement, it slows you down. It causes your effort and energy to be dissipated in ways which do not help you maintain your momentum, acceleration or direction. In short, it makes it harder for you to get the results you want.

You want to ensure you have as little friction as possible in your business.

So how do you remove friction?

There are three sources of friction in your business.

The first is the friction that you create from the when you work. What you do, and how you do it, may not be done in the most appropriate, efficient or effective ways.

The second source is customer friction. They're not clear on where they're going with you, why or how; or they're distracted and you're not a priority. As a result, they are not coming along with you as you would like them to or when you would like them to do. They go slower than you'd like, they stall or fall away, or you don't realise the upside you seek when you engage with them.

You need to make it easy for them to move along a certain pathway from where they become a lead and a prospect becoming a client and a raving, advocate and fan. You need to help them stay focused, and you need to help them understand why you are a priority for them.

The third source of friction in your business are your systems and processes. You may lack them, fail to follow them, or they may no longer be suitable. It may be that your business, your environment, or your clients have changed, and you haven't adapted accordingly. So, your systems and processes make it harder for you to get results.

You may need to review your systems and processes and determine are they delivering the results you want or need. What steps are involved, and are they all necessary or provide value? Minimize friction look by looking at how you can minimize the steps involved.

So, think about what you've got to do to reduce friction for yourself, your clients, and in your systems and processes.



If you reduce the friction you make it easier to do business with you.

If you found this useful, then come and join us in our Facebook group, the Growth and Profit Dojo for business owners and leaders looking to grow their business and you can find more useful tools, tips and techniques. Just [click here](#), and make sure you answer all 3 questions to get in! 😊.

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