

7 Things Couples in Business can do to improve Business Effectiveness

1) Create a Common Vision

Spend some time working out the future pathway and direction of the business together. Work on what resources are currently available and what is the best use for those resources. This includes having great staff in all the right places. Understanding what skills are brought to the table by each person in the marriage and how these skills can best be used in the business.

2) Record and Document all the things inside the business to assist with Scalability.

Make everything into a document or video or some form of procedure to which the business can become organised and scalable. Scaling the business will increase the likelihood that the couple will be able to eventually sell or place the business under management and allow for some time off, maybe a holiday, or family time if someone is ill. We don't often place enough emphasis on the importance of documentation, we just keep doing our thing until we can't.

3) Write down the Roles and Responsibilities of every person

Ensuring that clearly defined Roles and Responsibilities are documented, outlined and then communicated will allow for clarity and effectiveness around every person's job. The expectations will be shown and each person is easily then held accountable for their contributions to the business's growth and success.

Some may fear this as it will quickly and accurately identify which person / persons are not contributing effectively and efficiently and will allow for action to be taken with either training or management to resolve any hindrances to business growth. Performance Management strategies will be able to activate any individual discussions that need to be had.

***IMPORTANT NOTE:-** Couples will need to be in agreement with any major decisions happening within the business, as 2 people pulling in different directions will undermine the authority and credibility of the other person in the business relationship. This includes decisions on staffing, money, time and resource allocation.

4) Show Appreciation

Being grateful for the support and assistance of our Spouse is too often taken for granted. Without the other person, there is no one to share that load. It may not even be a physical workload, but also a mental stress or an emotional load.

You both may have different areas of responsibility, so often it can be difficult to see equality, some feeling they do MORE than the other person. Balance out the roles and responsibilities so that you are both clear on where each person contributes to the workload. When that is defined, support and encourage the other person's efforts. A simple "Thanks" can make a huge difference in your relationship.

It also makes a big difference to the morale of the business and the future efforts and contributions of the staff.

5) Give and Receive Respect

When you have respect from both people, the relationship flourishes. While a "thank you" may be great, if the other person has lost respect for you, or vice versa, then there are deeper and more dangerous issues that can arise in any business. Respect is something that comes from the core of our values as human beings, and it is seen as a way to look up to or revere someone. Centring around principles of integrity, trust, honesty and other moral compass indicators, it can be subtle enough to go un-noticed unless we actively work towards making this habitual as part of the Company Culture and Essence.

Work together to build respect by discussing core integrity values within each other. Understand each other's decision making process and align that with the Visions and Goals you have agreed upon together.

6) Have an Effective Business Plan

Going blindly in any direction may seem like fun, but essentially it is a waste of Business efficiency and time. Most businesses do not have a Business PLAN. Many owners claim to have it "in their heads", however without anything written down, it is all speculation and subject to interpretation on the day.

Planning things also leads into measuring things within the business that we will need to control in order to be effective. Having a list of key criteria that you both wish to measure the business on regularly, such as number of sales, conversion of leads to customers, even down to whether each staff member is turning up to work on time, or following company policy. Everything needs to be systematic and measureable. To do this we need to know what we want that business to look like and perform like on a daily basis, as well as into the future. Business Planning takes a look at every aspect of what you want your business to become and puts it into writing. That way there is no confusion when it comes to deciding what to do next.

7) Grow Together

There is nothing worse in a relationship where one person is growing and the other is not. Eventually, the person who is growing, learning, changing and adapting to the new and evolving world, will look up one day and have walked so far from the other person's last known point, they do not recognise them anymore. Being teachable is something that happens in the heart, people have to want to learn and grow at the very core of who they are.

Even the tiniest shift in viewpoint, of even 1 degree on a compass, can lead 2 people in totally separate directions and pathways. So much so, that by the time they are 100's of kilometres away, they may as well be on different continents. If both can remain open and teachable, the business will flourish as both people work together to make everything as effective and efficient as possible.

To find out more on successful couples in business by taking our quick Survey to see if the business is affecting your relationship

<https://www.effectivesolutions.com.au/survey-for-couples>