



KICC THE OPEN DOOR

# KICC The Open Door

March 2017

## CBN Mission statement "Doing Business God's way"

## CBN Ministry



CBN is a ministry for business people and those interested in starting and running their own businesses. The group comprises of professionals, business men and women and aspiring business people. They meet every third Sunday of the month after the second service.

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The ministry exists to develop and influence businesses to operate with integrity and empower the people of God economically.

It is committed to raising "apostles in the market place". The ethos of CBN is to do business God's way.

The values are embodied in the acronym MAPIT- Mutual Respect, Accountability, Professionalism, Integrity and Transparency.

### Newsletter Features

- \* Business development
- \* Industry focus
- \* Personal development

## Strategic Mindset in 6 steps by Leslie Martel Baer of Energy Intersections—Series

### Introduction

Use these six steps to establish a strategic mindset for your business planning and tasks, if you spend ten minutes the first time on each of the steps and repeat the process in a month, you will begin to develop a strategy for your business.

The six steps are

Step 1 -What do I want my business to become?

Step 2- What is my business?

Step 3—Set a goal

Step 4—Implement your goal

Step 5—Measure and evaluate your progress

Step 6—Revisit

## How to solve the cash flow challenge—A review

One of the biggest challenges facing growing businesses is cash flow.

One of the prominent accountants in the UK once said to me, “Cash is reality and Profit is vanity”.

As business owners focus on the end of the financial year to determine their success, they lose the essence of the concept of the “going concern”.

If your business is struggling to meet its business obligations, there is a need to have some tactics to redress this.

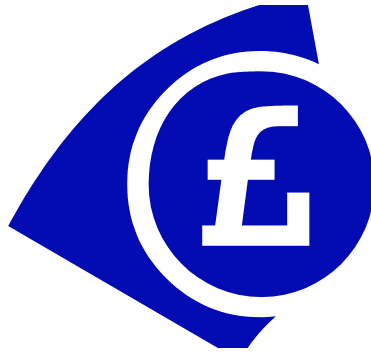
The first step is to set yourself a cash

budget. To do this you must be disciplined

enough to separate your personal expenditure from your business expenditure.

By doing this you begin to have an understanding of how much your business requires to operate on a day to day basis.

Secondly you must know what your Key Performance Indicators (KPI) are, such as how much sales you need to make to break even, what costs can be controlled, what is your conversion rate( when does an enquiry become a realized sale)



“Cash is reality, Profit is vanity”

## Strategic mindset continued

**Step 1** write down what you want your business to become, be specific but not detailed, share with key employees if you wish and listen to their comments adjusting the target to reflect the best ideas.

**Step 2** who are your target market, what products or services will you provide, where will you operate, what is your unique selling point?

**Step 3** What will get your business to where you want it to be. Set goals.

**Step 4** Start the process of developing your goals in a practical way.

**Step 5** identify ways to measure your progress and identify whether or not you are moving forward with your original vision. If required adjust your method of implementation.

**Step 6** Repeat the process once your initial goals have been met, constantly fine tuning your goals.

## Ways to optimize LinkedIn for your business

LinkedIn is an excellent platform for content distribution.

The content quality and images used increase the chances of calls to action (CTA's) being effective.

LinkedIn is all about connections and you increase your credibility based on your connections.

Being connected to “influencers” helps to grow your network.

An “influencer” is some one who has the ability to change business thinking, either operationally or strategically.

If you consistently provide quality content then you could in a matter of time become an Influencer. You need to start by first focusing on the needs/wants and interests of your target audience ( this has to be identified before you start to produce content). Your target audience are those who are willing to pay for your service or product– these are currently known as your “tribe”.

In order to impartially measure your impact on your readers, register with klout, the higher your klout score the more your “tribe” believe you are a credible source of content in your niche.

“If you own a business today chances are you are doing some form of publishing”

## How to stand out in every job interview and get the offer

Contrary to the myth that it is always the most technically proficient candidate that gets the job offer, it has been discovered that it is actually the candidate who does a better job of effectively communicating during the interview process with the hiring or recruitment manager that gets the job offer.

Good communication is key to standing out as the interview process is essentially part of a sales process.

You are providing a service (job advertised) to the organization, for which they have given an offer (salary advertised).

Your role is to convince the recruitment manager that the service you are providing will do what they require for the organization to be

successful /profitable/ grow.

In order to do this you have to ensure that you are the one who impresses the manager the most out of “the competition”, by being better prepared for the role.

One way of doing this is to prepare a 30/60/90—Day plan.

This is a written outline of the action steps and goals for your first 30,60 and 90 days on the job in order to be successful on the job.



Standing out means these areas have been addressed

## Property

The property investment market has changed significantly over time in the UK.

Traditional buy to let strategies have been taken over by other strategies ranging from rent to rent, rent to buy, lease options joint ventures, crowd funding to name a few.

The entry level into property investments has been lowered due to these innovative strategies.

Several “experts” have emerged over the

years. There are also several opportunities to examine these different strategies ranging from free webinars, property network meetings as well as traditional books and paid for seminars.

In order to decide which property strategy to follow, there are several questions to ask yourself such as why are you thinking of “investing” in property?

“Investing” does not only imply cash only but educational content in any form. What is your WHY?

The next step is to identify a mentor which does not necessarily mean some one you know personally but it could be a person who has demonstrated success in property and you read their articles or books and watch their webinars. The final step is to take action and start investing in property.

“Friends add to you, they are Assets and not Liabilities”  
T D Jakes

## Business Opportunities

[www.beadaisy.co.uk](http://www.beadaisy.co.uk)

This Franchise offers the opportunity to provide a safe, caring and reliable service for those people who find it difficult to get out and about.

This franchise provides companionship and transportation for the elderly, disabled and vulnerable members of our society. Other assistance is trips to the hairdressers or social outings.



Franchise Cost £15,000 + VAT

Includes training and operational manuals, mentorship, support, systems, technology, marketing, leased car. See website for details

Typical franchisee operating one vehicle over a 40 hour week would expect to generate revenue in excess of £1,200 per week.

Recommended model is 5 vehicles.

Mission statement  
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way

MAPIT

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## Tips for Successful Business Networking

Tips 1: Network with Purpose:

There are several networking events taking place each day. All networking functions come with a price, time. Your time is valuable. You have to assess key reasons as to why you need to be there. There should be a purpose. You need to select appropriately:

**Industry:** What industry is this function appealing to?

Is this event known to provide a diverse set of professionals?

Always ask yourself, "What are my needs?" Is this appealing to my needs

If you're in need of building a professional relationship with someone in public relations, you may invest your time to networking events provided by organizations like The National Communication Association – rather than a function that appeals primarily

to engineers seeking contracting work. Increase your chances.

Tips 2: Research: Be Informed

**Host/Sponsors:** Who is hosting this event? Who are their sponsors? It's always good to know their background information. You may pick up on similarities, which may lead to a great conversation. It starts with just by one conversation to lead to a valued business relationship.

**Guest List:** If you're lucky, some events post the guest list of those attending their functions ahead of time. You can quickly see individuals who may be within or outside of your industry. You don't need to memorize the entire list or where each person comes from. You can make a mental note of 3-5 persons who you definitely may want to speak to. Perhaps, the host assistant's could connect you prior to or during the event to your guest of interest.

**Panel Discussion/ Guest Speakers/ Seminars:** It's a huge bonus to receive a lesson, advice, or talk from an industry expert. Usually, the theme or topics are released to guests prior to the event.

**Wear a "Conversation Starter":** There is a sea of people who attend networking events. The first thing that they will notice is your physical

appearance. You want to display a polished professional look— don't be afraid to show some personality too, stand out!

**Dress for Success:** "Dress for the Next..." Dress in the fashion that commands the most appropriate address for you. Dress like you're the president of your own company, you'll be addressed as such. Dress in the way you wish to be addressed.

Tips 3: Treat your business card like a credit card,

Give by connection not by sight. Networking is about building genuine connections with people. It should never be about dispersing as much promotional materials out to as many people you can see in the room.

Tips 4: Be yourself,

Don't try to be the person you think others want to meet. If you can't be yourself, you'll be starting off these new relationships with a lie. Be genuine. The people you connect with when you are authentic are the ones you'll want to stay in touch with.



Networking event