

EDIT YOUR BUSINESS

The *editing* process of a text or a motion Picture consists in (1) Defining the purpose of the final product. (2) Identify the elements that compose the masterpiece, (3) Eliminate what is irrelevant, (4) Improve what is transcendent and (5) Organize the elements in a way they make sense with the final purpose.

Well, it happens the same way with our businesses and projects.

The first step is to define what we are after with the final product, in this case, our business. What is that we want to do with it? , where do we want to go? As hard, far or complicated as it may seem, we always need to be clear at the beginning what we want to achieve. It doesn't matter that during the journey things change, knowing your final destination is a good start point. Once we have a clear idea of where we are headed, we need to have the big picture of what our business or project is; accumulate all the information related to it; understand its importance in function of the business and start a selective process.

It's essential for our business success that we identify the elements (employees, processes, vendors, equipment, etc.) that don't add a positive effect and eliminate them. Get rid of them without further consideration, in a single hit. The positive, proactive and efficient things are the only ones that will remain in the business. Goodbye to everything else.

After this selective process, the only things left will concentrate all our energy. It is here where we are going to address individually each one of the elements to improve them. Each element will have a challenge that needs to be solved in order to go forward. We must try to perfect everything, within the logic limits.

And finally, we need to provide harmony to all the elements. Align them with the final purpose that was defined at the beginning. This is what we call *systems*. It is the interaction of all the components of our business with the intention to achieve an objective. The function of each element will be easier if the goals are evident and well known at the beginning.

As a final idea we need to understand that it is not the money or our circumstances that condition our business's *editing*. On the contrary, it is reflection and analysis that allows us to reach conclusions that need to be applied. We need to give us the time to *think*, it's the only way to accomplish something.



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