



Business Consultants

FROM LOCAL TO GLOBAL

Developing Successful Habits

*Success Sculptors
Workshop Action Plan*

Developing Your Successful Habits Business

Set Unifying Business Goals

Action Steps:

- What are the overarching goals for your business?
- How can you ensure that everyone in the business is aligned towards these goals?
- What specific milestones or targets will help gauge progress?

Your Action:

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Develop Symbiosis, Not Isolation

Action Steps:

- How will you encourage collaboration across functions and external experts?
- What structures will help break down silos and promote shared success?

Your Action:

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Create Shared Accountability

Action Steps:

- How can you foster a culture of collective responsibility within the business?
- What systems can you put in place to ensure everyone is accountable for their part?

Your Action:

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Lead With, and Communicate a Clear Vision

Action Steps:

- What is the vision for your business?
- How will you communicate this vision effectively to all stakeholders?
- What actions will you take to keep this vision top of mind?

Your Action:

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Ensure Values Become Lived Behaviours

Action Steps:

- What values are central to your business culture?
- How can you model and reinforce these values in daily actions?

Your Action:

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Set Performance Mindsets and Manage Them

Action Steps:

- How will you cultivate a growth mindset within your business?
- What tools or techniques will help manage and nurture these mindsets?

Your Action:

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Make Numbers-Based Decisions (Use KPIs)

Action Steps:

- Which key performance indicators (KPIs) will you use to drive decisions, especially in finance and pricing?
- How will you ensure the business stays focused on these performance metrics?

Your Action:

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Insist on Constant Evolution – Kaizen

Action Steps:

- What continuous improvement processes can you implement in your business?
- How will you encourage a mindset of constant learning and evolution?

Your Action:

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Progression Status Clarity, Intent, and Plan

Action Steps:

- How will you ensure clarity on the status of ongoing projects and financial performance?
- How will you set clear intentions and follow up with action plans?

Your Action:

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Allow Time for ON as Well as IN

Action Steps:

- How will you balance working on the business (strategy, vision) vs. working in the business (day-to-day operations)?
- What strategies will you implement to ensure both areas are attended to?

Your Action:

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Apply Brutal Self-Discipline and Time Management

Action Steps:

- What time management techniques will you adopt?
- How will you hold yourself accountable for following through on your actions?

Your Action:

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Develop Yourself Too – You're Not Done Yet!

Action Steps:

- How will you ensure clarity on the status of ongoing projects and financial performance?
- How will you set clear intentions and follow up with action plans?

Your Action:

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Developing Your Successful Habits Financial

What will you commit to for reviewing your financials?

Action Steps:

- Monthly reminders to review income, expenses and bank
- Schedule a 30 – minute “money meeting” with yourself regularly

Your Action:

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How will you look forwards?

Action Steps:

- Create a basic forecast: What do you expect to earn and spend?
- Start a simple cash flow tracker that you can use to forecast forward

Your Action:

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How will you remain up to speed on business matters?

Action Steps:

- Read one article or one publication that is relevant to your industry
- Follow/like FSB, Cornwall Chamber and other business data providers

Your Action:

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What can you do to move your reporting forwards?

Action Steps:

- Use a recognised accounting package that will integrate with your bank and other business tools
- Allow yourself some "IT" time to review other apps/tools that can provide you with quicker/easier access to finance data

Your Action:

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Developing Your Successful Habits Marketing

What can you do to improve your marketing effectiveness?

Action Steps:

- Define or revisit your marketing strategy to ensure it aligns with your business goals and target audience
- Audit your current marketing efforts to identify gaps in skills, channels, or consistency
- Invest in upskilling your marketing team or bringing in experienced professionals where needed
- Establish clear KPIs (like ROAS, CLTV, and CPA) and build a simple dashboard to track them
- Schedule monthly reviews to assess what's working, what's not, and adjust tactics accordingly

Your Action:

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What can you do to treat marketing as an investment, not an expense?

Action Steps:

- Shift mindset: view marketing as a driver of revenue, not just a cost line
- Allocate a consistent marketing budget tied to growth goals, not just cash flow
- Track returns using metrics like ROI, CLTV, and brand lift over time
- Present marketing performance in board meetings with business-focused outcomes

Your Action:

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Developing Your Successful Habits Marketing

What can you do to address the marketing skills gap in your business?

Action Steps:

- Audit your internal marketing skills against your strategic needs
- Bring in external expertise (freelancers, agencies, consultants) if needed
- Encourage continuous learning via courses, conferences, or mentorship
- Create a marketing playbook to standardize and elevate execution

Your Action:

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What can you do to move away from mediocre marketing?

Action Steps:

- Define clear brand guidelines and tone of voice
- Review all content and campaigns for consistency and strategic fit
- Stop chasing trends that don't align with your audience or objectives
- Establish a feedback system from customers and front-line staff

Your Action:

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Success Sculptors are a collaboration of three entrepreneurs all running successful businesses. Through Success Sculptors we share our knowledge to other businesses and entrepreneurs supporting them with their business growth.

