

Money is Not the Root of All Business Evils

All too often we seek to discover the root of business challenges by analyzing our business operations solely from the perspective of money. Sure money is the reason for being in business, but it is not the root of all evil. By limiting your review to the flow of your capital, you may not only fail to address the difficulty, you may wind up missing the problem entirely.

Not all business problems are associated with the allocation of resources. Adding or reducing the amount of money you spend in a particular division of your enterprise usually won't solve anything by itself. You need to review all facets of operations – from human resources and how they are being deployed, to your marketing message and how consistently it is being communicated, to the sales methodology and how responsive prospective and existing customers are, to the processes and procedures that allow for execution of policy.

Unless you are undercapitalized, your business challenges are a result of failed product, failed strategy or failed execution. Money, either cutting back or adding more, won't help. You need to review all aspects of your operations, determine the cause of decline, and act swiftly to repair.