

Pobrinite se da priče o edukaciji ne budu „prazne“ priče
Make sure you are not just paying lip service to education

ULOŽITE U GLAVU

EMPTY YOUR PURSE INTO YOUR HEAD



Piše / Text by:
Ivan Misner

Dr. Ivan Misner osnivač je i direktor najveće svjetske networking organizacije – BNI. Smatran je jednim od vodećih svjetskih stručnjaka na području poslovnog networkinga te je ključni govornik za najveće svjetske korporacije i udruženja. U slobodno vrijeme amaterski se bavi mađioničarstvom, a ima i crni pojas u karateu.

Dr. Ivan Misner is the Founder & Chairman of BNI, the world's largest business networking organization. He is considered to be one of the world's leading experts on business networking and has been a keynote speaker for major corporations and associations throughout the world. In his spare time he is also an amateur magician and a black belt in karate.

Većina poduzetnika priča „prazne“ priče o edukaciji! U redu, možda ne Vi. Vi zaista odvajate vremena za čitanje članaka o vođenju tvrtke. Govorim o prosječnome poduzetniku.

Pitajte grupicu poduzetnika jesu li voljni prisustvovati seminaru o poboljšanju poslovanja, i tri četvrtine njih podignut će ruke i reći da! Recite im da počinje za četiri tjedna s početkom u 7 sati navečer i samo će se šačica zaista i prijaviti!

Kultura učenja

Nekoć sam bio iznenađen podatkom da 50 posto svih tvrtki propadne u prve tri godine. Sada kad imam tvrtku nekoliko desetljeća i nakon što sam ispratio mnoge poslovne ljude, iznenađen sam da 50 posto tvrtki zapravo opstane više od tri godine!

Možda sam malo preoštar... ali samo malo. Ono što sam naučio jest da najuspješniji poduzetnici iskorištavaju „kulturu učenja“ kako bi nadmašili ostale. Osoban i profesionalni razvoj je putovanje, a ne odredište. To podrazumijeva neprestani rad. Vrlo često poslovni su ljudi toliko zauzeti radom „u“ svom poslu da zaborave posvetiti vremena radeći „na“ svom poslu. Taj dio rada „na“ svom poslovanju predstavlja profesionalni razvoj.

Znanje daje dobit

Benjamin Franklin je jednom rekao: „Ako čovjek uloži u svoju glavu, nitko mu to ne može uzeti. Ulaganje u znanje daje najveću dobit.“

Imajući to na umu, evo zadatka za vas za ovaj tjedan. Pogledajte svoje financije (ili čekovnu knjižicu, izvatke o kreditu) za prošlu godinu. Koliko ste potrošili na bilo kakvu vrstu poslovnoga obrazovanja? Ako ne „ulažete u vašu glavu“, razmislite nekoliko trenutaka o tome što želite naučiti kako biste unaprijedili poslovanje – te se prijavite za nešto ovaj tjedan! Nemojte to više odlagati.

Ako želite više zaraditi, trebate više učiti! A i čitanje ovoga teksta ne može vam škoditi. **LS**

Most entrepreneurs pay lip service to education! All right, perhaps not you... you are actually taking the time to read an article about business. I am talking about the average entrepreneur.

Ask a number of businesspeople if they would be willing to attend a seminar on building their business, and three-quarters of those in the room will raise their hand and say yes! Tell them that it is four weeks from tomorrow at 7 p.m., and only a handful will actually sign up!

The Culture of Learning

It used to surprise me when I heard that 50 percent of all businesses fail in their first three years. Now that I have been in business for several decades and have seen many entrepreneurs come and go, I am somewhat surprised that 50 percent actually make it past three years! Perhaps I am being a little harsh... but not too harsh. One thing I have learned is that the most successful entrepreneurs embrace a “culture of learning” in order to excel. Personal and professional self-development is a journey – not a destination. It is always a work in progress. Often, businesspeople get so caught up working “in” their business that they forget to spend time working “on” their business. Part of working “on” a business is one’s professional development.

Knowledge Produces Profit

Benjamin Franklin once said: “If a man empties his purse into his head, no one can take it from him. An investment in knowledge always pays the highest return.”

With that in mind, here is something for you to do this week. Look at your financial statements (or checkbook, or credit-card statements) from the past year. How much have you spent on any form of ongoing business education? If you are not “emptying some of your purse into your head,” take a few minutes to think about what you want to learn to help you build your business – and sign up for something this week! Do not put it off any longer.

If you want to earn more, you need to learn more! Oh, and reading this text will not hurt, either. **LS**