



Some Guidelines For Renovating Or Detonating Your Business

Change is a given, and sometimes, because of change, a business that you thought you wanted and enjoyed no longer ticks the right boxes for you. When this happens, you have the option of

A) Renovating it - tweaking, making changes until it matches the vision you have, or

B) Detonating it - Getting rid of it altogether or replacing it with something completely different.

Recognizing when change is needed is important. The following four signs may indicate that it's time to renovate or detonate:

1. It's been a struggle from the beginning.

When building and running a business seems to be more trouble than it's worth, something's got to change.

2. The market's changed.

The needs of your audience may no longer be what they were when you started. Or the offerings available in the market may have changed, making your product obsolete or an inferior option.

3. You've changed.

You may have evolved in what you can do, and your business no longer reflects what you're capable of offering. Some big changes may be needed to avoid constricting the growth of your business.

4. You've got a big vision.

There may be a bigger impact you want to make; you may have some bigger clarity on playing a bigger game that the current model of your business won't accommodate.

Once you've decided change is needed, it's good to have guiding principles to take you to the next level. A couple of good ones to have are:



1. How can you get the best results for your clients?

By lifting your game, how can you help them create excellence?

2. How can you be living with integrity?

And how can you do it in a way that lets you be yourself and focus completely?

Renovate, or detonate?

Whether you renovate or detonate will depend of course on how far removed from your vision or principles your current business is, and your reasons for wanting change. Consider the following examples:

- If you've built a profitable business on a product that is no longer the best option in the market, and that no amount of tweaking will bring up to par, you may decide on principle to detonate it by simply shutting it down.
- If you've created a coaching service that has over time outgrown its name, a complete rebranding and restructuring of product may be in order, retaining only certain assets and your customer list.
- If your priorities have changed and you no longer want to deal with the intricacies of running a certain business, you may decide to detonate by selling it off.
- If your audience has indicated a need or desire for additional service options, some tweaking of your product may be enough of a solution.

It's a matter of responding appropriately to changes in your market and in yourself, and of adhering to the principles you live and work by.

For more help with your business join the [SuperFastBusiness](#) membership