

## Tip 7 - Morph into the Business Owner

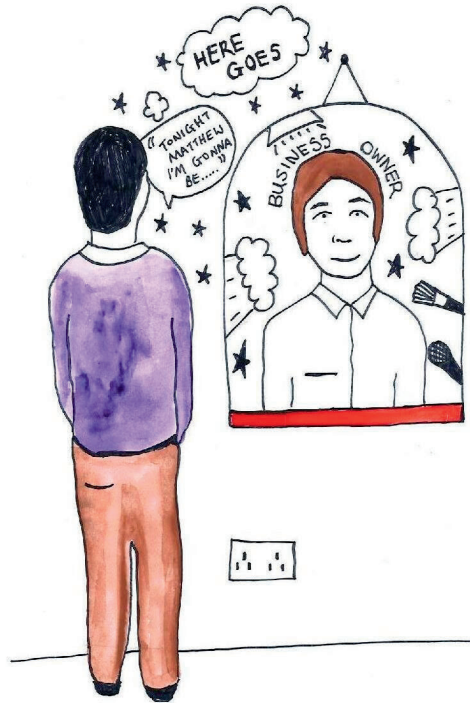
Firstly I will talk about a famous and successful (multiple) Business Owner. Who shall I pick? *Branson*? Nah, his ego will be through the roof if I talk about him again. *Donald Trump*? Probably too controversial for some. *Jeff Bezos*? No way. This common thief has a face I personally want to punch. *Elon Musk*? Too weird for me. I mean naming his kid X Æ A-12. WTF? ... I will choose a Business Owner that is closer to home. *Alan Sugar*. Before his increased fame and celebrity from *The Apprentice*, *Lord Sugar* (as he is known these days) was ‘ripping up’ the Computer Industry in 1970 through his Business *Amstrad*, which did you know was formed from his initials: Alan Michael Sugar **Trading**. From watching *The Apprentice* (in its early days) I can imagine that *Lord Sugar* has the following personality traits and skills\*:

- Ruthlessness
- Attention to detail
- Beyond hard work ethic
- A love of figures
- An ability to sacrifice
- A ‘*Don’t Care What People Think About Me*’ Attitude
- An Expert in Confirmation Bias and how to avoid it
- & of course a high level of intelligence

With that said, I want you to morph into your Business’ Owner. To help you do this get your laptop and google image their name. With your image of him or her (or if they are gender neutral, them), like *Michael J Fox* did in the 1985 hit movie *Teen Wolf*, I want you to stand in front of your bathroom mirror (or your office toilet’s mirror), screw your face up, roll your eyes, sweat profusely and morph into your Business Owner. How do you feel now? Rich? Self-important? Proud? Confident? Tired? Stressed? Burnt out?

With ‘self-important’, I don’t want to paint a picture of your Business Owner, or about any Business Owner in that light. As a Business Owner myself, I recognise the sacrifice you have to make for your Business, as you always dream of where it can get to.

\*I am not saying some of these are endearing or in any way traits that you should practise outside of the work environment.



Now with your metamorphosis into your Business Owner well and truly established I want you to imagine how they felt during 2020, 2021 and 2022. Of course some Industries and Businesses did amazingly during this period. What do you feel now? Frustration? Severe anxiety? Even chronic anger?

Now with you looking like your Business Owner, thinking like them and maybe smelling like them (how do you know what perfume or aftershave they use?) you now have to sign a £150,000 cheque addressed to the former Employee (or to their Legal Shark) for their successful Injury at Work Claim. No need for me to offer you any possible emotion examples here. With these emotions raw in the amygdala of your brain, armed with Newton's Third Law, who are you gunning for? The Business' cleaner? The Receptionist? The Postal Room Supervisor? The Middle Manager? No ... The Manager responsible for Health & Safety. And would this be unreasonable, giving the sacrifice you have given in your life to get the Business to where it was at, what with their failure. And with *Lord Sugar's* memorable, TV hosted words you declare to The Manager responsible for Health & Safety ...

*'You're fired!'*\*

Now, go back to that mirror. Go through the same routine. Screw your face up, roll your eyes, sweat profusely and morph back into you, the Health & Safety Professional.\*\*

You've been called to the Boardroom. You walk up the stairs, nervously thinking what it could be for. You sit down, palms sweating. The Board are in front of you, not really giving much away.

The Business Owner declares ...

*'The year end figures are in. Lost time accidents are down 90%. Injury at Work Claims are zero, as opposed to a combined £50,000 last year with your predecessor. Our net profits have doubled. The Board and I have decided, with this in mind that the Group Health & Safety Director role should be awarded to you ...*

*You're hired!'*

That's what I want for you. And with that you might buy your dream house, your dream car, go on your dream holiday. I want that for you. Implement the concepts and ideas in *Sorry! We're Closed* and the positive Business effects that they provide might just be *the straw that broke the camel's back* that got you that promotion up the Corporate Ladder, your dream house, your dream car and your dream holiday in the Maldives. That feels good doesn't it?

\*I don't want that for you. You don't want that for yourself; but don't get complacent that it won't happen to you. The Corporate World from my experience is cut throat. I mean look at the Football Industry. If the points are not what the Owners think they should be in relation to their investment then the merrygoround of Managers continues. In the UK, it is pretty easy to get another job. But with another Shit-Vid probably soon planned by The Elites, it might not be. What would that mean personally? Potentially losing your house, your car et cetera. Your self confidence?

\*\*I don't like to define people by what job they do. Why is it, in England, that when you meet people they say *'So what do you do?'*. I used to say *'I deal in diamonds.'*

## Exercises

- If you are thinking of running your own Business do visit [www.dent.global/resources](http://www.dent.global/resources) If you are thinking Daniel Priestley is paying me to promote his Books, he isn't. They promote themselves.
- Read my Blog '*What it's like to run a SME*' on [www.osteopathicsolutions-manualhandling.co.uk/blogs-2018](http://www.osteopathicsolutions-manualhandling.co.uk/blogs-2018)
- Read my Blog '*10 Years of Osteopathic Solutions. A Candid Account*' on [www.osteopathicsolutions-manualhandling.co.uk/blogs-2020](http://www.osteopathicsolutions-manualhandling.co.uk/blogs-2020)
- Something fun! For you Health & Safety Professionals that are football fans if you can guess what Football Team I support, first time round, you will get a **FREE** Vimeo Login to our **TrainIn15** Manual Handling Training Video. Throughout *Sorry! We're Closed* as *Lloyd Grossman* said on *Through the Keyhole* '*The Clues are there!*'