

Greetings! Here's your March, 2019 edition of Gator Bites with ideas and tips to help grow and improve your organization.

## **FEATURE ARTICLE** **IS HIRING A COACH REALLY WORTH IT? 6 REASONS WHY**

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**Success, real success, is helping other people be successful.**

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### **IS HIRING A COACH REALLY WORTH IT? 6 REASONS WHY**

I've been putting off writing this article for a long time because, well, I'm a coach and it is self-serving to write about what I do. However, I've seen so many situations where a coach could have significantly benefited a company, tragic mistakes made, and losses averted if they only had a coach that I had to address the issue.

You may ask, "Why do I need a coach? Everything is going great and my business is making money." The simple answer is, to keep things going great. Nothing last forever. At some point, there will be a recession, or a competitor will eclipse you, or your product will become

obsolete, or any of a dozen other challenges. Additionally, there are often underlying issues that are being masked by positive results overall. Most businesses have multiple revenue sources and often one is highly profitable and masks losses in another area. In this edition of Gator Bites, I'll discuss three reasons to use a coach and next month three more.

### **Reason #1 – A Coach can see things you can't see**

*"Those who can see the invisible can do the impossible."* – Albert Einstein

All sports teams have coaches, right? Ask yourself, why do they have coaches? Because coaches can see things the players can't see. Here's a personal example. I've played tennis all my life, well since I was 6 years old. After all these years I should be a lot better player than I am but that is another story. My wife Sharron, who coached the tennis team at Virginia Intermont College, watches me play. After a match, she diplomatically and lovingly tells me where I'm making the most errors and where I can improve. Admittedly, the first time she did this I reacted a little defensively but I knew she had my best interest at heart. She saw things I couldn't see. For example, she noticed that when I hit a backhand I didn't bend my knees to get down to the ball but instead I was standing straight up. This caused me to make more errors on my backhand. I never realized I had developed this bad habit. Small business owners get so caught up in the day to day operations of the business they often fail to see problems and opportunities. They can't see the forest for the trees. A coach can see the whole forest and provide an independent perspective.

### **Reason #2 – Contrary Opinions**

*"To better avoid errors, you should talk to people who disagree with you and you should talk to people who are not in the same emotional situation you are."* - Daniel Kahneman, 2002 Nobel Memorial Prize in Economic Sciences

Let's face it. When someone agrees with you what have you learned? NOTHING. Just because someone disagrees with you doesn't make them right but it should force you to think and re-evaluate your position. None of us know everything, not even us coaches. But we all know different things, have different educations, and different experience. You have nothing to lose and everything to gain by having someone to bounce your ideas off of. A coaches job is to tell you what you need to hear, which is not necessarily what you want to hear.

### **Reason #3 - You Need a Confidant**

*"What separates people is not the presence or absence of difficulty, but how they deal with the inevitable difficulties of life." - Jim Collins*

We all get discouraged and overwhelmed at times. Life has a way of sometimes sending us more than we think we can handle. Problems can sometimes pile up on top of problems. Who do you talk to when you are down? Can you talk with your employees? Sometimes yes but sometimes no. At times, we all need a shoulder to cry on. Your coach is someone you can trust to maintain confidentiality and help re-motivate you. Your coach has been where you are and understands both you and your business.

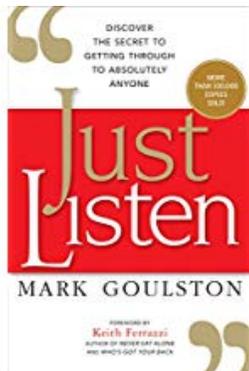
Stay tuned for the rest of this article next month.

Click here for more articles: [Click here](#)

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## Quote of the Month

**"There is nothing to be learned from the second kick of a mule"-Mark Twain**



## Book of the Month:

### **Just Listen by Dr. Mark Goulston**

I recommended this book last month. Since then I have reread it and realized, again, how powerful Dr. Goulston's message is. I have a daily reading time. I have made

**"Just Listen" a permanent daily habit. The chapters are short so in less than 5 minutes you can read a chapter a day. More importantly, if you just read the lessons once you won't develop the habits he suggest for improving your skills at getting through to your friends, employees, business associates, spouse, and children. This book is priceless. I highly recommend it to be a part of your daily reading**

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## **INSPIRATION**

### **Value**

A popular speaker started off a seminar by holding up a \$20 bill and

asked a crowd of 200 “Who would like this \$20 bill?” 200 hands went up. He said, “I am going to give this \$20 to one of you but first, let me do this.” He crumpled the bill up. He then asked, “Who still wants it?” All 200 hands were still raised. “Well,” he replied, “What if I do this?” He dropped the bill on the ground and stomped on it with his shoes. He picked it up, and showed it to the crowd. The bill was all crumpled and dirty. “Now who still wants it?” All the hands still went up. “My friends, I have just showed you a very important lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$20. Many times in our lives, life crumples us and grinds us into the dirt. We make bad decisions or deal with poor circumstances. We feel worthless. But no matter what has happened or what will happen, you will never lose your value. You are special – Don’t ever forget it!

## **App of the Month - Business Plans**

Here are two apps to help you create, improve, and update your business plan.

- **Business Plan Pro:** <http://www.businessplanpro.com/>
- **Live Plan:** <https://www.liveplan.com>

I've used Business Plan Pro. It is interactive asking you questions about your business and steering you based on your answers. There are also lots of sample plans.

Chris Herchovon recommends Live Plan, a cloud based program to help you with a business plan.

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## **Words of Wisdom**

“Your most unhappy customers are your greatest source of learning” – Bill Gates



### **If you have QuickBooks do you need an accountant?**

Chris Hervochoon, Owner at SOAR

Gator Bites welcomes guest columnist Chris Hervochoon, owner of SOAR - A Better Way CPA. <https://betterwaycpa.com/>, 843-608-0298, [chris@betterwaycpa.com](mailto:chris@betterwaycpa.com)

Yes, you do. This question is akin to saying “if you own a hammer and a saw, do you need a contractor to build your house?” The reality is

anybody can spend some (a lot of) time on YouTube and figure out how to build a house, but is it really the best use of their time and is there a reasonable expectation of a positive outcome? Here are my top three reasons why you should hire an accountant to do your accounting:

1. The vast majority of the DIY QuickBooks files that come to me contain material errors. The purpose of accounting is to provide quality, timely information to support strategic decision-making. If the data you have isn't of a high quality, you're left with a garbage-in, garbage-out type situation.
2. If you're a business owner, your time is better spent working *on* your business instead of *in* your business.
3. Just because the software is called "QuickBooks" does not mean it's simple to use. Accounting software, accounting data and accounting workflows are inherently nuanced, and the nuances can be difficult. Processes such as account reconciliations, Bank Rules, and efficient navigation can all be tricky for non-accountants.

Outsourcing your accounting is a good option for business owners whose specialty is not accounting itself. QuickBooks has a clever name, but accounting and accounting software are inherently nuanced.



**Bill Stankewitz talks about tips he found to get new business.**

[Listen to the interview](#)

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## DWIT AWARD

**Gator Bites proudly recognizes people who Do Whatever It Takes to help the business community and other businesses succeed.**

**Unfortunately, I didn't get any nominees this month for the DWIT award.**

**Email me at [rockwell@hargray.com](mailto:rockwell@hargray.com) with your nominee for**

**a future DWIT award.**

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**STAPLES** Advantage Money Saving Idea

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates (RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE and there are no purchase requirements. To sign up click on [RPA](#) and start saving.

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## **Make the Right Moves**

Our coaches can help you make the right moves and put you on the path to reach your vision. The fundamental purpose of Rockwell Business

Solutions is to help you achieve your vision and goals. Contact us at [rockwell@hargray.com](mailto:rockwell@hargray.com) or 843-597-4826 for a free consultation.

### **Need a speaker?**

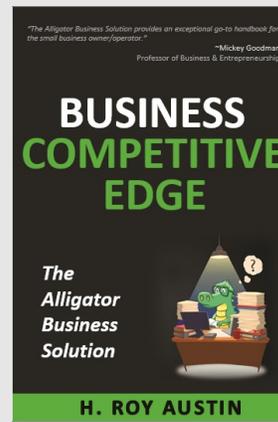
Coach Roy Austin has presented to audiences all across the country at conventions, company management teams, and non-profits. His presentations are characterized as combining humor and true stories to convey business education. Contact Roy at 843-597-4826 or email him at [rockwell@hargray.com](mailto:rockwell@hargray.com).

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### **Book Review - Ron Kirby**

“The Alligator Business Solution is a great tool for anyone thinking about starting a business to read thoroughly prior to making the decision to become a small business owner. There is an incredible amount of information compiled from Roy Austin’s decades of experience as a successful businessman, owner, and leader. If you are already in business, this book will enable you to structure your company to achieve even greater success. I enthusiastically recommend The Alligator Business Solution.”

~ **Ron Kirby**

President,

Business Consulting & Leadership Development

Owner of BNI's Hilton Head & Charleston Franchise



## **Promote your Business**

**Gator Bites is distributed to over 1,900 people**

Do you have an idea, best practice, or tip that could benefit others **and** promote your business? Email me at [rockwell@hargray.com](mailto:rockwell@hargray.com) and I'll publish it in a future

edition of Gator Bites. For only \$50/issue, you can get your business in front of a large audience. Promoting your business can include links to your website, email, phone numbers, and one image. For more information, contact me at [rockwell@hargray.com](mailto:rockwell@hargray.com).

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