

ROLAND HANEKROOT

# THE 10 TRUTHS



Including  
**12** Videos

for  
**MAKING BUSINESS FUN**

*And building a business that sustains you  
for years to come*

THE 10  TRUTHS

RRP \$19.95 AUD

# THE PREMISE

---

## WHY DOES FUN IN BUSINESS MATTER?

---

A Successful Business  
is a Fun Business



## Are we having Fun yet?

### *Fun is the way out of overwhelm*

It may sound strange to focus a serious book about business, written by a serious business coach for serious business owners on something so apparently whimsical as ‘Fun in Business’.

Fun is about going to the pub on Friday afternoons, having dinner with friends or lazing about on tropical islands. The one thing all of these examples of fun have in common is that they happen outside of business hours, and the only connection those kinds of fun have with your business is that your business pays for them.

This book is about ‘fun’ and ‘business’ for two very important reasons:

1. The concept of Fun in Business I am talking about is actually a hard-nosed business management tool.
2. The kind of Fun I am talking about in this book is a different kind of fun than the fun we have at dinner with friends. The kind of fun I am talking about is the deep sense of reward and satisfaction you get to feel as a result of building a business that hums along like a well-oiled machine.

I believe we need to think differently about business than what is normally drummed into us by all the business gurus and business management books. We are told business is about the serious stuff of money, contracts, staff management, sales, cash flow and IT systems etc. And of

course those are all part of business, but it's not where we must start. We must start with Fun because if your business is Fun, it means you:

- are making money
- have enough time to do what you need to do
- are proud of the stuff your business makes or delivers
- know exactly where you're going and why
- have happy customers
- have engaged staff
- have balance in your life.

And in the beginning when we get started in our business there is usually a high level of that kind of Fun around, because it is all new and exciting and adventurous and challenging. But after a while, the real world comes a-knocking and we suddenly find that:

- we aren't making as much money as we thought we were going to
- we haven't been able to take our son to soccer training
- our clients haven't all become our greatest fans
- our staff turn out not to be the perfectly aligned human beings we expected them to be.

And when that realisation sets in we start to feel like we have become a slave to the business, and we get worried that the light at the end of the tunnel may not be the sunshine.



Of course we tell ourselves that Rome wasn't built in a day and we have to take the rough with the smooth. As we all know (because the business gurus remind us all the time), even Churchill said, "Never ever give up" (and he knew a thing or two about managing a crisis). So let's just push a little harder a little longer and the good times will surely follow.

And sometimes we do have to take the rough with the smooth and the life of a business owner isn't always a bed of roses, but forever chasing our tails is another matter altogether.

## **SWINGING THE HAMMER**

And that is what most of us spend our time doing, chasing our tails, managing the crises, swinging the hammer and generally being a jack of all trades and master of none. We operate more or less in a constant state of overwhelm.

After nearly 30 years in business and working with lots and lots of business owners, I have come to believe that the only way out of this state of overwhelm and to avoid becoming a slave to your business is to ensure that business itself is Fun, deep and meaningful Fun, as I described above.

## **COMPETING PRIORITIES**

One of the challenges in business generally, but especially in small business, is that there are so many competing business development priorities vying for your attention every day that you simply don't know where to focus next. As well as this, you may not feel entirely confident about your skills in relation to a lot of those business development tasks. After all you started the business on the back of your skills as a carpenter or architect or accountant, not your skills in sales, marketing, staff management etc. Nobody taught you how to write an operations manual or create a cash flow forecasting spreadsheet, did they?

The result of this daily challenge is that most business owners revert back to 'picking up the hammer' (because that is the one skill they know like the back of their hand) and managing the crises, being reactive to whatever comes up. Tell me, were you nodding your head as you read that paragraph?

## ***A NEW TOOL FOR YOUR KIT***

The concept of Fun in Business is an incredibly powerful tool to help you stay out of reactive crisis management mode and reverting to the hammer, and to help you (and your team) focus on what is most important for you tomorrow, next week, next month and next year.

The tool with which to apply the concept for yourself and with your team is deceptively simple. It consists of no more than a simple question: how can we have a little more fun tomorrow (next week, next month) than we had yesterday (last week, last month)?

Asking yourself and your team this question consistently will cut through all the crises and competing priorities and relentlessly focus your attention on what is the next most important thing for you to do in your business.

In Truth 8 about measurement we'll delve deeper into the practical issues associated with the measurement of Fun in Business and if you'd like to jump there now to see how I suggest you do it, feel free. But make sure you come back here, because in the next chapters the rubber hits the road.

## ***THE REST OF THIS BOOK***

The Ten Truths are about the key components of your business that are Fun in themselves, deep meaningful Fun as I mentioned above, that will sustain you for years to come.

This book is not called 'The Ten Tips for Happiness' or 'The Ten Steps to Success in Business'; there are no ready-made, one-size-fits-all answers in business. I try to avoid being prescriptive as much as possible in my work, because

I believe that every small business is unique like its owner. What you decide to implement in your business and how you do so will be entirely different from the next reader of this book.

I do believe in a number of timeless Truths however; ideas about business that are universal and that can be applied individually.

So every chapter from here explores an important Truth about business, and at the end of each chapter I invite you to do something with that idea in your own business. I have no doubt that you will interpret and apply these ideas in your business in your own way.

One thing applies equally to every business owner though: when you commit to building a Fun Business and you start by creating a culture in which you and your team constantly ask yourself: how can we make tomorrow a little bit more Fun than today? You truly will have taken the first step to building a business that sustains you for years to come... I promise you.

## **Joan's Adventures in Small Business Land**

*In which we are introduced to Joan and her business, and Joan decides that she didn't start her business to feel so stressed all the time.*

Let me introduce you to Joan. Throughout this book we will follow Joan on her journey out of overwhelm and into Fun as she builds a business that will sustain her for years to come.

In every chapter in the book we'll see Joan tackle the Truth of that chapter, one step at a time, and follow as she builds a business that is lots of Fun, sustains her now and will undoubtedly do so for years to come.

The story starts a few years ago in Sydney Australia.



Joan was in her mid-thirties and had operated her design and web development agency for about three years.

Something wasn't working for Joan in her business. In the first year everything had been so exciting. Every day brought another challenge and another adventure and Joan was constantly on a high from solving the issues, dealing with the crises, and feeling she was in charge of her own destiny and in control of her life.

Starting her business had proved to be much more challenging than Joan had foreseen, but in the first year it

was all simply so exhilarating. And besides, Joan had told herself, things might be hard and challenging in the early days, that was to be expected, but once the teething troubles were behind her, life would undoubtedly get easier and she might be able to relax a little every now and then.

But since those heady days of the first year, things had not settled down. Business was actually going really well, considering how tough the competition was and how the economy was struggling, but life hadn't gotten any easier and Joan was starting to worry that it might never get easier.

Joan had an ever-growing list of things she wanted to do in the areas of business development; important initiatives in marketing, systems development, quality control, staff management, planning, financial management etc., but she just couldn't get to them because she never had enough time. There were always crises to see to, client work that was falling behind and deadlines to meet. Staff were forever dropping balls here and there and Joan would have to pick them up. And besides, Joan was still the most capable designer in the business.

Joan had always been a great sleeper but lately she was waking up in the middle of the night with a racing heart and a dry mouth and she would usually not be able to get back to sleep for hours. It had been months since she last felt rested when she got up in the morning.

Joan was overwhelmed.

Joan and I had known each other for a year, and one day we sat down for a good chat. It became clear to me that Joan was in a state of overwhelm and wasn't able to think straight

anymore. I suggested she needed to get back in touch with the Fun she'd had in her business in the first year and that a great approach would be to simply list everything she used to enjoy about her business, a big long list of all the small and big things that she used to derive a lot of satisfaction and reward from.

Although Joan wasn't sure how such a list was going to help her move forward, she promised to find time to do it. The next week we sat down again and had a look through the list, and I asked her how it felt to see all those fun things listed out in front of her. Things such as: meeting new clients, getting compliments from clients on her work, feeling proud when a new client website went live, making money, being in control, working with her team and being seen as a leader by her peers and staff.

The list ran to two full pages.

Joan actually choked up when she read through the whole list for me and I asked if she was ready to make it our project, to get that feeling about her business back again.

So we got on the journey together and Joan committed to making her business Fun again; one that would sustain her for years to come.

The first step on the journey for Joan was to create the foundations on which to build her Fun Business and this is what the first three Truths are about.

# Next Steps

As I mentioned in the introduction there is a special Ten Truths for Fun workbook available from the Ten Truths website. You can also create your own workbook with a blank notebook or word processing document.

Every chapter has a Next Steps section like this one. If you want to get the most out of this book, I strongly encourage you to dedicate a separate notebook or a section on your tablet just for the purpose of working through the chapters in this book.



Each of the chapters also has an accompanying short video giving some further insight into the Truth. You'll find a QR code such as this one as well as a direct link in each of the "Next Steps" sections.

The link for this QR code is [www.thetentruths.com.au/tttf/premise/](http://www.thetentruths.com.au/tttf/premise/)

I have designed the next steps as small steps because I believe in taking many small steps rather than making one or two sweeping gestures, because the sweeping gestures usually fail. So, just as Joan did, set aside an extra hour a week to complete the Next Steps section of each chapter

in your own notebook or the Ten Truths for Fun workbook from the website. It will make an enormous difference to your business and your life.

So to get started, in your workbook answer the following questions and take the following actions:

1. Make a list of the 20 most fun experiences, or most exciting times you've had in your business since you started it.
2. Write down the three things you like most about your business.
3. Write down the three things you like least about your business.

# Resources

The resources are also available on the video page here: [www.thetentruths.com.au/ttff/premise](http://www.thetentruths.com.au/ttff/premise) and more resources will be added from time to time:

- Conscious capitalism: <http://tiny.cc/johnmackey>
- Video of Roland Hanekroot speaking about Fun in Business <http://thetentruths.com.au/ttff>
- Jonathan Fields, 'Don't Build a Business, Create a Life' <http://tiny.cc/jfields>
- Simon Sinek, 'Love Your Work' <http://tiny.cc/simonsinek>

# Remember

A business that isn't Fun won't be  
around for long.