

## Take advantage of opportunities

By Bob 'Idea Man' Hooey

Business at its essence is based on innovation, solving problems, or fulfilling the needs, wants and desires of our clients.

Here's a potpourri sampler of how to take advantage of creative opportunities to build or **unlock your 'business' potential**.

- What business are you REALLY in? Keep asking this question and keep adapting your business to keep it fresh. Hint: think in terms of customer benefits. What do your customers get when they deal with you? What do they really want?
- Combine two or more products or services to create a new one. Perhaps you can work with a strategic partner or ally to develop a new service or product that will bring mutual benefit?
- Take an idea from another industry and transfer it, or adapt to suit yours and the needs of your clients. (For example: air miles/coffee cards/buy 10 get one free promotions.)
- Try something that didn't work the FIRST time. It might now; with changes in technology, resources, client needs and attitudes.
- Take advantage of the trends or changing interest in the market place. This is where your customer service focus will help, a lot!
- Use a different material or process to do a traditional job. Creativity counts!
- Look for ways to be a value-added company or person, focusing on real customer service. How can you personally make changes to what you bring to your work?

Being creative is often as simple as being, and being willing to risk by trying new or unfamiliar things and activities. Applied creativity is what solves your problems and builds your long-term business.

Looking at your business with fresh eyes, and from different perspectives is one secret in **unlocking your 'business' potential**.

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