

The Best Businesses in the World Have These Four Things

It takes far more than great painting skills to have a great painting business. You also need four elements required for any business to be sustainably successful.

Build these to take your painting business to the next level.

"A company can seize extraordinary opportunities only if it is very good at the ordinary operations."

Marcel Telles, co-owner of Anheiser-Busch InBev



Mission

Businesses must have a reason to exist, a goal that employees roll out of bed each morning to support. Your mission should state who you want to serve and what you want to do better than everyone else. It should also be achievable, specific, and easy to explain.



Commitment

Successful businesses are dedicated to the mission. Employees know how they help achieve the mission and value working for a successful company. They also know that making decisions for their own short-term benefit isn't in their best interest.



Process

At the best run businesses the entire company operates according to a carefully designed process. Each recurring task an employee performs is documented, and all tasks are connected to each other in the company process. New employees are quickly trained on this process, and it is regularly examined for potential improvements.



Measurement

You have to measure results to improve; without measurement, there's no way to know what is really leading to your profitability increasing or decreasing. Measuring efficiency helps you encourage improvement, reward high performing employees, and help those who are falling behind.



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