

# Guerrilla Tactics for Business Breakthroughs

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In unravelling the riddle of why some businesses, teams and people are high achievers and others not, it occurs to me that the first clue lies in another arena. Consider then the parallels and similarities between business success in the modern world and the effectiveness of Guerrilla warfare.

In the New World Order where economic, political, sociological, and technological changes are happening ever more rapidly, businesses continue to face a testing time: a veritable jungle! And yet, for many businesses, it's an opportunity for a revolution in the way they do things. And for some it's a necessity.

## Why the Guerrilla approach is more appropriate now than ever before:

1. If you don't start running your business, your business will continue to run you. Most business people start their business to give them more Freedom and Control. Yet so often these are the first things to be sacrificed.
2. For years the stats have been that 96% of businesses fail within ten years. Beyond that, most are just, "surviving".
3. The Business world is changing faster than ever before. Increasing regulation and red tape has added to the business quagmire. We thought technology was going to solve it, but too often it adds to it, and in many cases technology has stopped people *thinking*.
4. Current world economics are both a threat and an opportunity for any business. There is now a "flight to quality" ... a desire amongst certain customers and clients for top quality professional service. They will pay a premium for that. This is where Small Businesses and professional firms can capitalise. This is a huge opportunity. Yet, very few people and businesses are equipped to tap into that opportunity.

Just as in the changing business of warfare, more often than not it is an unorthodox, entrepreneurial approach which will make a breakthrough rather than a traditional approach. And whilst "Guerrilla" literally means "little war", it's not purely small businesses which need to play the Guerrilla game. Large organisations would do well to adopt the spirit of the entrepreneur. With the world economy as it is they need to achieve competitive results with reduced resources, and that means getting the best from their people.

Being the company of yesterday is not going to meet the challenges of today and tomorrow. At every level in a business, getting to the end of the week and thinking "Oh my God, where did the week go?" is no longer acceptable, and we all know it. Time to employ Guerrilla Tactics...

## The 7 Business Guerrilla Tactics:

**Tactic 1: - Identify your Cause and Ideology:** The importance of creating a compelling Vision is fundamental for Guerrilla armies. Guerrilla fighters identify with a core ideology, a higher ideal that compels them to extraordinary feats in the most adverse conditions.

**Tactic 2: - Know the difference between fighting a battle and winning the war:** the Guerrilla knows the importance of working strategically, but that strategy is not a straight-jacket. This is about creating breakthroughs through a series of special missions designed to advance the strategic cause. Not just business-as-usual. Small business adaptability is key.

**Tactic 3: - Play to your strengths:** this means focusing on doing those things at which you are brilliant, in order to generate maximum value for your customers/ and clients. Making sure you have best chance of success through competitive advantage.

**Tactic 4: - Get the Positioning right:** positioning your product/service in the mind of the right clients, and positioning you/your brand to attract the right clients, to pay the right price for what you are offering.

**Tactic 5:- Wage a Hearts and Minds Campaign:** because success is all about Belief (Mindset) and Desire (Heart-set). Get this right, and it reflects in the way you act, the way you communicate, which in turn will impact the results you achieve. The battle for the hearts and minds of our teams, our customers, suppliers, allies is on.

**Tactic 6:- Optimise the use of your primary resources:** Time, Energy & Money. In the New World Order, it's particularly important to create leverage through combining resources at optimum levels to achieve the results you want.

**Tactic 7: Apply Jungle FEVER!: Focus, Energy, Vision, Enthusiasm and Reason** to ensure everyone is equipped to create breakthroughs at every level in the team. Success comes from individuals being resourceful, maximising performance, and being accountable for results. Being Result-aholics, rather than workaholics, means everyone contributing to the cause.

When faced with dense jungle, monsoons, disease, and difficult communication infrastructure, the regular army struggles. But the Guerrilla army thrives. In fact, these adverse conditions create the opportunity. In our new business world order, what opportunities are you missing by failing to embrace Guerrilla Tactics?