



Managing

Managing a business can be like trying to juggle five balls in the air, when you are only able to juggle three. Some balls get dropped. Most business owners start off self-employed, and then add staff, products, services and layers of complexity as the business grows. The problem is that small business owners don't know how to manage larger and larger businesses, or they're too busy being in business and bringing in the cash to worry about managing it.

Unless you have a business that is large enough to employ a marketing, human resources or finance manager, you are probably still primarily responsible for all these tasks.

The [Business Health Check](#) tool will allow you to assess where you are in relation to your marketing, finance, capability, and productivity. You can then look to improve your management skills by attending any of the [training opportunities](#) run by a number of organisations around New Zealand. Some are free, some are not.

Finally, rather than trying to solve every aspect of business management at once, identify the areas that are the most critical to your business and address them now. You can cover the remaining sections as you have time. Of course if anything suddenly happens (an employee quits, you have a health and safety issue, a customer wants to buy off you online, you need to scale production in response to a large order), then you can drill down into these topics for an immediate solution.

[Managing staff](#)

Effective staff management means a more efficient and profitable business. Find out more about how to manage your staff, from recruitment through to motivation and the termination of employment contracts.

[Managing finance](#)

Financial management is an important part of running your business. Find out how to calculate your break-even point, set prices, reduce costs, use cash flow forecasts, and who to turn to when you need expert advice.

[Marketing](#)

Marketing involves the advertising, distribution and sales of goods and services. Find out how to identify marketing opportunities and increase sales.

[Management practices](#)

Effective management means a more efficient and more profitable business. Find out more about managing your time and how to harness technology to increase efficiencies in your business.

[Business mentoring](#)

Leadership plays an indisputable role in any business and good leadership means that your business will function better. Find out more about leading your business effectively.

[Systems and processes](#)

Developing and documenting best practice systems and processes for your business will increase your management and business efficiencies. Find out how to identify and document the best practice systems for your business.

[Using technology](#)

Harnessing technology can give your business the competitive edge. Find out how to use technology to your business advantage.

[Health and safety](#)

A safe workplace is important to the functioning of your business. Find out how to prepare emergency or evacuation plans for your business, or read our tips on improving health and safety in the workplace.

[The Internet](#)

The Internet is a powerful business tool. Find out how to use Internet-based options like email, blogs, websites and social media to their full potential.

Future trends

An awareness of both global and local concerns and trends will help you stay ahead of your competitors. Find out more about things that customers might come to expect like fair trade products and environmentally friendly options.

Environment and efficiency

As rapid growth takes its toll on the earth's finite resources there is a need for businesses to use resources more efficiently. This usually reduces business costs too. Find out how your business can become more environmentally friendly and efficient.