

# What a difference a little bit makes

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To write about accounting and taxation and such things in the same week as the World Cup victory seems a shame. It really does have to be 'all about The Cup'.

What the Cup has done for our businesses appears, on all accounts, to have been a bit of a fizzer, with many businesses around the region reporting nil, or at best, minor effect. But of course it was about a whole lot more than business. As it has turned out, it was about pride in our nation — as a host, a competitor and a joie de vivre that, ordinarily, we could only wish for. And yes, about winning too.

But whilst sharing in the pride and joy, businesses can learn from the many analogies to be drawn of the struggle for victory and the struggle to survive and prosper in business.

Watching the game on Sunday night, I was struck by the thought that the difference between victory and failure can

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be a very small margin indeed. When it came to it, the extra effort of every player, multiplied by 15, was what it took to produce a winning team. And without that last little slice of effort it would have been a losing team.

In business, organisations and teams we involve ourselves in, striving to achieve our goals, it takes that extra exertion and effort of every individual team member to produce a winning team.

What we are all left with now is a feeling of 'what next?' Where do we go to now with this bursting pride and energy?

There is no doubt that, as a nation, we will benefit from the grandstand view of us that the world has had over the past few weeks. Although it would be wonderful if we could capture that pride and event experience, and roll it out year in year out for new events, that's unlikely.

But it is at the personal level that enduring benefit might be attainable — through putting to work the realisation that individual effort, multiplied by the numbers in the teams in which we live and work, creates victories.

It's tough in business; to win we need goals, and, to achieve those goals, we need every team member to bring out that 'can do, will do' attitude which has become such a big part of life in New Zealand in 2011. We need to bring that Kiwi desire to win from the sporting arena into our businesses. The challenge for business leaders is to create an environment filled with individuals who will all want to bring and put that attitude to work.

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