Turning Problems into Opportunities

"In the middle of difficulty, lies opportunity" – Albert Einstein

These words have huge relevance when it comes to small business development. Businesses face many challenges - the trick is how you choose to turn each challenge into an opportunity.

Many managers suffer by responding to problems on an individual basis. This approach may cause you to miss the bigger picture.

The best managers see problems as a reflection of their business environment. Problems are the systems way of shedding light on areas that need improvement.

These managers address the immediate issues, while exploring the important insights the problem offers, instigating innovation and identifying new client needs.

Procrastination is the pitfall of successfully converting challenge into opportunity. The sooner you address the problem, the sooner you can transform it into opportunity.

Swift action ignites positive energy into the situation, bringing about other possibilities.

Apply lateral thinking when faced with a challenge - sometimes simply viewing a problem from a different angle can lead you to a better solution.

Usually when presented with a problem, people tend to work toward removing the cause. This can often be the biggest mistake. Removing the cause can create a whole new set of problems.

“Innovative thinking is the key to shifting perceptions and opening doors.”

Create a culture of business innovation starting at your most basic level of employees. Let the flow continue upward until it reaches higher management.

Start with a problem and follow these simple steps:

1. Convert the problem into a challenge
2. Challenge team members to offer creative solutions
3. Engage in collaborative idea generation
4. Evaluate and develop ideas
5. Implement the idea

With these steps, each problem can be viewed as the gateway to creative possibility and improvement.

Every challenge offers the promise of new opportunity. Like they say, when life gives you lemons...