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SMME Clinic Masterclass

The Art of Saying No

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Why, When and How to Say No

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SMME CLINIC
Practical Business Remedies

**IT'S ONLY BY SAYING "NO"
THAT YOU CAN CONCENTRATE
ON THE THINGS
THAT ARE REALLY IMPORTANT.**

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STEVE JOBS



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WHY SAY 'NO'?

1. Focus on priorities
2. Time management
3. Work-Life balance
4. Protecting resources
5. Avoiding mission drift
6. Setting boundaries
7. Building a desirable brand



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Focus on Priorities

- Focus on tasks & projects that align with your core strategy
- Focus on activities that propel you forward
- Think a bit more long-term





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Time Management

- Time is a finite resource, especially for entrepreneurs
- Start saying No to non-essential tasks or meetings
- Can you reschedule?
- Can you push back certain jobs or projects to create breathing room?
- Eisenhower Matrix





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Work-Life Balance

- How do you maintain a healthy balance between work & personal life?
- Does your inability to say No affect this tenuous balance?
- What would happen if you said No?





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Protecting Limited Resources

- Human, financial and technical resources are limited in any business
- Which of these does saying Yes put under strain?
- What are the potential long-term ramifications of this?
- Are you running before you can walk?





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Avoiding Mission Drift

- Leadership means focusing on what is truly important
- Short-term gains can be seductive, especially when things are tough
- However, it is the ability to stay the course and keep an eye on the Vision that separates good businesses from great ones





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Setting Boundaries

- Important to managing workload & capacity
- Allows one to switch off when necessary eg weekends
- Prevents establishing precedents





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Building a Desirable Brand

- Saying No strategically can create a perception of success
- Overload leads to broken promises
- Consistently meeting commitments adds to brand value & reputation



Saying No the Right Way

Saying no is a STRATEGIC SKILL. Try some of these:

- I am honoured that you considered me/us for this opportunity, but unfortunately, I have no capacity right now
- I wish I had the time, but I cannot commit to that right now
- I am not taking on any new projects at the moment
- My capacity is full until xxx, perhaps we can chat after that?
- I am not able to help at this time, but I could possibly recommend another solution for you?



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If you want more
time, freedom, and
energy, start
saying
no.



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Thank You!



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