

**HOT TOPICS?**

**COOLE SOLUTIONS!**



coole insight ltd

Getting the right thing done

## 1. The **Hot** Topic – The First 100 Days of Business



Upon employment to a senior position there is a common framework that individuals use which is known as 'the first 100-day action plan'. This may be a new concept to individuals going into their first leadership position, but it is certainly worth doing some more research on as the 100 day plan can act as a helpful guide, here is an example from [Changeboard](#). However, as a self-employed consultant, it is rare to have the luxury of the first 100 days to settle in and it's all go from day 1! Here we look at Coole Insight's first 100 days in operation.

## 2. The Insight



What am I good at? This is probably the first question somebody asks themselves when looking to start a business but it's good to be aware that other people may answer this differently to you, so do your market research. You need a USP, clarity on what you do when people ask? It's worth noting that your USP doesn't need to be about your product or service, it can be about *how* you deliver your product or service. Is it great being your own boss? Yes, it's liberating, but the working day doesn't end when the client's job is over, you always need to consider where the next contract is coming from, even if you feel like you are busy. What about all the admin and finances? Outsourcing gives you more time to focus on your business and client work, paying an accountant will work out as excellent value for money.

## 3. The Coole Solution



Our experience at Coole Insight will differ to others who have gone through the same process. The insight above only scratches the surface, so we are looking to develop a resource to support new and aspiring entrepreneurs during their first year in business and would like to invite **YOU** to be a part of its production. If you run your own company we would love to hear from you so if you are interested in sharing your experience please email [steve@cooleinsightltd.co.uk](mailto:steve@cooleinsightltd.co.uk) for more information about why and how your involvement could benefit your company and support new entrepreneurs.