

THE TRUE INFRASTRUCTURE OF BUSINESS

When people discuss infrastructure, they often talk about equipment, buildings and the road network within their facility. But I am learning that these things are useless if you do not have the right people to operate them.

One day a friend who attended our farm training told me that he has an extra 5 hectares that he can convert into a vegetable farm. He told me he plans to buy a tractor so that he can plow and prepare his field faster. But I asked him, "Supposing you finish plowing the land in a month, do you have the people to plant the whole field and take care of your vegetables?" Sabi nya, "Wala pa, mag hihire pa." So sabi ko, sayang ang bilis ng tractor if he does not have able people to match its capability.

I have seen many friends expand their business to their hurt. Having excess money, they opened more stores and bought better machines only to lose money because they did not prepare the people who will support the growth they wanted.

In our Essentials of Business training, we would say, "Infrastructure is the most important and expensive part of business! But it cannot be bought, it must be developed over time." We say this because the part of the infrastructure that truly builds a healthy business are people. But it takes time to build their skills, develop their values and create a strong company culture. Are you planning to expand your business? Consider this, "Business does not grow because of money, but because of abilities!" And abilities refer to the people who will be working the business, so invest in them first.