



IMPROVE YOUR SKILL, IMPROVE YOUR BUSINESS

Mr. Taju is an electrical engineer and the 'lead engineer' of Taj Electrical works. He was trained in his trade by his uncle who raised him, and he became independent and set up his business about 7 years ago. At the inception of his business, he readily got jobs and contracts to execute and as such his business boomed. Recently however, business hasn't been going too well and contracts have been coming in trickles. Mr. Taju has been worried sick about what is going on. He then decided to visit and speak with one of the contractors that had stopped giving him jobs. Their conversation opened his eyes to the problem.

The contractor told Taju that he stopped giving out jobs to him because many of the jobs he had to execute, required a new kind of process for the electrical works. This process also requires devices to aid in its execution. He further said he knew Taju didn't know this process and lacked the devices so he had to give out the jobs to those better suited. Mr. Taju was dumbfounded but happy to have discovered where the problem stemmed from. He knew there and then, that he needed to upgrade.

As a business owner, you already know or should know that your business (product or service) is birthed by either skills or knowledge that you possess. Sometimes, depending on your business, it will also be paramount in how your business runs. This also extends to your staff and those who work with you as the success of your business will depend on the collection of their individual skills and abilities. This would then mean that an improvement in your skill set or in your knowledge of your business and how to run it will ultimately lead to an improvement and success of your business.

Now that Taju knows the problem, he starts to look at all the possible ways to improve on his skill and that of his team members. Let's share some of the options he came up with.

There are quite several ways you can improve your skill and knowledge as a business owner and depending on your field you will have to sort through the ones that best applies to you. These ways are largely available **Online and Offline**.

Online sources-

These sources give you the option of flexibility and exposure to a wide range of resources. They can be both free or paid and are very beneficial if the upgrade you need is knowledge. They also come in many formats ranging from videos, infographics, text, and other formats. It could be as free and easy as [Youtube](#) tutorial videos. You can check out example of people who have improved themselves and learnt amazing skills from Youtube videos [here](#). Other platforms that can be beneficial are: [Skillshare](#), [Coursera](#), [Udacity](#), [Udemy](#), amidst many others.

Offline sources-

These sources are very beneficial for those whose skills are quite technical and hands-on like Mr. Taju. The knowledge can be gained via the online sources, but an offline training or workshop brings the practicality to it. You could attend masterclasses, specialized workshops to learn these skills. Another beneficial way would be joining associations where support and ideas can be shared amidst members to stay ahead of their game.

Let's close by considering some benefits that improving your skills will have on your business.

- If you and your business are not adding new skills, it's a matter of time before you are swept out by a nimbler and faster competition. You don't believe us? Ask Mr. Taju.
- Improvement in your skills and knowledge, and that of your team keeps your business on the competitive edge.
- As a business owner, you need to strive for personal growth to enable you to thrive professionally. The market is not what it was ten years ago, nor 5 years ago. It is important to stay current and competitive to win. Expose yourself to new ideas so your competition doesn't boot you out easily.

You can develop and improve your skill(s) to a competent and relevant level by signing up for our employability support programme. We offer training across fields such as Manufacturing, Construction, and Garment Making to mention a few.

Remember, in the long run, innovation wins, and the most ignorant business owners tends to lose.

This content was produced for the LSETF by DIYlaw

