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Tending to the Garden of Your Business, Part 2

 By [jasonvistaprint](#) | May 12, 2010 | [Micro Business Marketing](#), [Micro Business Perspectives](#) | [No comments](#)


This is the second of a two-part article focused on ways small businesses can “tend” to their business in 2010 and beyond, and is written by Caprice de Lorm, owner of [de Lorm Designs](#) in Orange County, CA. For the first part, [click here](#).

Garden



Prune plants as needed to maintain structure and desired growth.

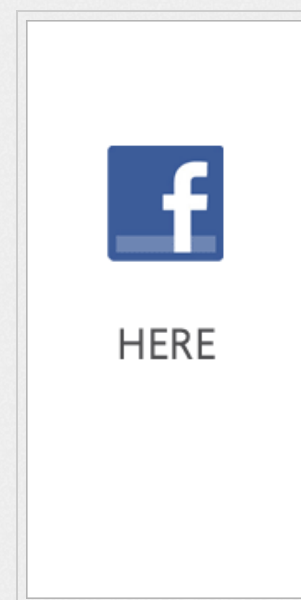
I like to let my plants grow naturally, however, I have learned that some plants need to be pruned to maintain their shape and support lush growth. If the stray branches are not trimmed back, these plants can end up being less healthy and can contain shooters that put too much of a drain on the remaining areas of the plant. In business, there needs to be some sort of structure in which processes and employees can operate. It is important to monitor the growth of your operations and be ready to prune back if needed to keep the structure’s form as desired. By doing this, you will provide for an environment where the growth comes in behind the pruning and where the outcomes are more vital and long-lasting.

Tend to the weeds and the “bad bugs” so that the garden stays healthy and produces the desired results. Weeds are plants that are not desired in a garden and can, if left, overtake the area and prevent the desired plants from flourishing. Certain bugs can destroy a plant by eating it, suffocating it, or undermining its health and causing disease. “Bad bugs” or weeds in a business can include outdated processes, low employee morale, or systems that do not support a good customer experience. By cleaning out the processes or other elements of your business, and by naturally keeping the “bad bugs” at bay, your company and its operations can thrive in the more organic way and without a need for a massive overhaul.

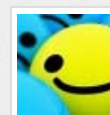
Bring in “good bugs” and other natural resources to supplement your efforts. There are many resources that help a garden grow. Some are toxic, others are organic. By using organic materials, such as specialized soap or companion planting methodology, gardens are kept free of nuisance without damage to the plants or the “good bugs”. Introducing “good bugs” either directly or through planned planting will provide nature’s support to a garden. Using the same approach for managing your business will enable it to be sustainable in a way that is healthy for itself and the larger community.

Plan the future in a way that provides for ongoing health and abundance. Since I have taken up gardening, I have increased my awareness of sun patterns and the seasons. When I plant for one season, I place certain plants in specific areas that best meet the light and soil condition needs. I also plant for one season with the goal of helping to prepare for the next season. I may plant something that readies the soil for the next crop, or I may propagate cuttings or begin seedlings for the next season as I am tending to the current crops and plants. When business owners look beyond current conditions and use their understanding of seasonality and patterns to create and implement viable plans, they set

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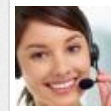
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in motion a process by which their company and its assets can sustain and thrive.

When one views a business like a garden, it becomes easy to see how various planning and preparation steps give the company the best chance of productivity and success. Looking at one's business as a growing organism connected to a larger ecology helps one plan in a way that promotes healthy cultures and outcomes both within the company and the larger community.



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About the author

The lead contributor to the blog is Jason Keith, senior communications manager at Vistaprint. Jason and his team are deeply involved with Vistaprint's micro business customers on a daily basis and lead the efforts in mining micro business trends, behaviors, and attitudes. A former journalist with more than a decade of experience in the communications field, he and his team conduct surveys, analysis and create micro business case studies to get a better understanding of the issues facing this unique group of entrepreneurs. To reach him directly email microbusiness@vistaprint.com

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