

# Principles of Flight

Your Business is like an Airplane

Airplanes are designed to fly. You go into business to succeed. So let's use some principles of flight and apply to them a business.



## **Sales = Thrust**

Engines provide thrust. Without thrust the physics of flight are impossible.

Marketing and selling provide thrust or forward momentum in your business. Without strategic marketing and sales your business will be grounded.

## **Direct Cost = Friction**

As the plane moves forward on the tarmac, friction is caused by the weight of the airplane resting on the landing gear. If the friction caused by this movement is greater than the thrust provided by the engines, take off is aborted.

Friction in your business is the result of inefficiency in management and systems.

## **Gross Profit = Lift**

Once the aircraft reaches terminal velocity the pilot calls "V1" - this is point of no return. The airplane will lift off the ground as the rate of air travelling over the wings is greater than the resistance. This causes lift. V1 lets the non flying pilot know the airplane will take off, any malfunctions will be addressed once the airplane is off the ground. If the pilots were to become distracted at this point, the speed at which the airplane is moving means there is greater risk of catastrophe if they do not take off.

The Gross Profit in your business is the exact result of the forward motion that effective sales and marketing provide. This must be the main drive to overcome the friction in your business, those processes and systems that need to be fine tuned so that your business runs more effectively. You wouldn't want to be riding on an airplane - hurling down the runway at 200knots on gear that had flat tires!

## **Overheads = Gravity**

If you live on this planet, you can't escape it. Gravity pulls us to the natural state. But we can be SuperNatural and fly. Okay maybe you & I don't own a pair of blue & red tights, but with the help of technology and know how- we can break the law of gravity.

Looking at our Airplane scenario, gravity would not be an issue because the thrust provided gives us another law of physics: Lift. However, this is no spy plane. It can't fly itself. It

needs a crew. And with people come wages, salaries, FBT, management, administration and a myriad of other HR issues.

The same is true for your business. You may have accomplished flight, but you will have the continual force of gravity trying to pull you back down to earth. Even if you are the only employee, managing and administration of your business may keep you working in your business, instead of working on your business.

### **Profit = Flight**

Here is where we all want to be. If you get on an airplane, you're whole purpose is to reach a destination. And Flight helps you accomplish that goal.

Our fictitious airplane is now soaring the skies because it had sufficient thrust to overcome friction that produced Lift. Flight was obtained by Lift conquering gravity.

The same is true in business. So here is the formula:

Thrust (Sales) – Friction (Cost) = Lift (Gross Profit)

Lift (Gross Profit) – Gravity (Overheads) = Flight (Net Profit)

To find out how we can help get you 'flying' visit [contact us](#) today by clicking on the link below.

[http://www.basca.co.nz/contact\\_baldry\\_sanford](http://www.basca.co.nz/contact_baldry_sanford)

