

Beware the Corporate Walking Dead: Zombies Aren't the Only Ones in Need of Brains!

Written by Australian Business

EDMONTON, AB, CANADA, October 05, 2013 **/24-7PressRelease/** -- There's an evil shambling down the darkened streets of small business. It's stale, it's old, it reeks, and if it's not careful, it will soon find itself extinct. No, it's not the rotting corpses of the undead heading to The Walking Dead firing line, but in many ways, they might as well be. It's the deadly spectre that takes the shape of the entrepreneur shuffling goalless through their business life. ActionCOACH Greg Kopchuk is on a mission to safely guide owners to success with his tips for surviving the business zombie apocalypse.

"Our levels of zombie awareness have never been higher, but they're still walking among us," said Greg Kopchuk from his zombie-proofed bunker in Edmonton. He wants businesses to check for signs of infection by answering a few simple questions: "Is your business stale with the rotting flesh of the status quo? Is it lurching forward instead of leaping forward? Then your business might be infected with a deadly business-zombietis virus."

Fortunately, unlike traditional, messy, means of destroying a zombie, Kopchuk is sharing his cure for business-zombietis:

- Avoid wandering through your business life soulless. Don't be afraid of setting goals, even dreaming big. If you don't set objectives for your business you'll lack the motivation needed to make your business more successful.
- Create the ultimate talisman against the horrors of procrastination. Write down your goals and make sure that they're articulated clearly to others in your organization. There is something about setting your aspirations to paper that makes us more likely to achieve them.
- Devise your own Zombie Survival Guide. It's one thing to define your goals, but you need to put in place a strategy for achieving them. Without a solid and well thought-out action plan of systems to implement, you'll find yourself defenceless in the apocalypse.
- Recruit the ultimate zombie-fighting team. No crossbows necessary. But a strong team of members that share your vision and goals is critical for your business not just to survive, but thrive.

But remember, members of the walking dead do have one up on the hordes of goalless businesspeople, at least zombies can say they're single-mindedly obsessed with getting one thing: brains!

For more information about Greg Kopchuk and ActionCoach Canada visit <http://actioncoachcanada.ca/> and his blog at <http://www.gregkopchuk.ca/>

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