



# Immaturity Can Hurt Your Business

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## ABOUT THE AUTHOR

Dr. Hancock has written a regular weekly column entitled "All Psyched Up" for newspapers in two Canadian provinces for more than a dozen years. Over the years, her readers and clients have said that they have benefited from her common-sense solutions, wisdom, and sense of humour. Dr. Linda Hancock, the author of "Life is An Adventure...every step of the way" and "Open for Business Success" is a Registered Psychologist who has a private practice in Medicine Hat. She can be reached at 403-529-6877 or through email [office@drlindahancock.com](mailto:office@drlindahancock.com)

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A person who is mature takes responsibility for things even when it isn't convenient or easy for them. On the other hand, the immature individual tends to ignore or partially do things.

There are a number of areas in which a business can be affected or hurt by immaturity:

1. Business hours - It takes good discipline to make sure that you consistently are open to serve your clients. When you feel ill or tired you might want to just stay in bed. On warm, summer days the golf course might present temptation.

It is important, however, that you honour the business hours that you have posted or advertised. This may not seem like a big thing but your clients trust you - at least until you prove that you are not trustworthy. The best way to keep their respect is to have business hours that they can rely upon.

2. Financial fitness - It is not only important to keep track of all your income and expenses but also to make your deposits and pay your bills on a regular basis. Doing these things will help you to earn interest and save money that you might otherwise be required to pay for late payments. Your bank will be able to monitor your financial activities and, if they are consistent or improving, will likely be more willing to lend you money if and when you decide to expand.

3. Customer Service - Making sure that client needs are met can be demanding and stressful - especially if there are problems and the person is upset about them. In fact, resolving conflict usually requires good communication skills as well as patience. The business person who is immature might allow their own emotions to escalate and may even say something that is inappropriate.

If you want your business to be successful you will first of all need to make a commitment to set policies and procedures that you can and will honour. There will be times when you will need to ignore your feelings and instead do the things that will build your business. Even when you feel tired or tempted or upset, you will take the actions that are necessary to make your reputation respectable.

And as you do this over and over again you will develop a good pattern that can be trusted.

It is actually surprising to consider how doing such a few things consistently will make a large difference in the long run. That's what maturity is all about!