CM3 Ltd Explain Why Learning From Mistakes Can Push Your Business to the Next Level

Thursday 1 May, 2014

Nobody likes making mistakes, but the simple fact is that it is an unavoidable part of daily life. The businesses that are really thriving understand that learning from your mistakes is the best way to move forward, and so they use their mistakes as ways in which to provide a better service in the future. Direct marketing specialists CM3 Ltd are a highly sought-after company who use tried and tested techniques in order to generate new business for their clients, but as Managing Director Chris Mikkides says, even a company at the top of their game such as CM3 Ltd can make mistakes from time to time.

He says, ‘Mistakes are a part of life and while none of us like making them, sometimes even with the best planning and knowledge things can still go wrong. I have always considered mistakes to be a vital part of the learning process and CM3 Ltd wouldn’t be where it is today if I hadn’t learned from every little mistake that has been made along the way. This way, at least we never make the same mistake twice. Reflecting on bad decisions and accidental problems means you are constantly analysing your own progress, ensuring that each mistake makes you a better, more secure company. The secret is to always ensure that lessons are learnt from each mistake.’

Allowing yourself to make mistakes is a difficult thing to do, but it’s vital to make the odd mistake. Mr Mikkides says, ‘Be really careful not to create a culture of blame in your office. If your office feels too scared to make a mistake then they simply won’t be bold in their work and you will never thrive.’

According to Forbes, Mr Mikkides is absolutely right. ‘Good workers make a lot of mistakes, and truly great workers are those (that) have mastered the art of apologizing for those mistakes’. Encouraging your people to be bold and brave is by far the best way to get the most out of them, so giving them the freedom to take measured risks is a very good move indeed.

CM3 Ltd are leading the field in the world of direct marketing because they understand exactly how to get the most from their people. A results-driven company, they specialise in boosting their clients’ customer base and sending profits soaring - so it’s no wonder that they are in such high demand.

Media:

Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

cm3 Ltd :: Manchester :: Marketing :: Sales :: Events And Promotions ::

Scan Me:

Company Contact:

CM3 Ltd

T. 0161 234 0069
E. admin@cm3ltd.com
W. https://cm3ltd.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.cm3ltd.pressat.co.uk