



*“Creating Big Possibilities for Small Businesses”*

October 10, 2008

## 4i Systems Inc. Update for October 2008

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Dear Reader,

The question on my mind lately has been: Why is it that people are overwhelmingly more successful in getting and keeping a job versus achieving success in a new business? In this month's article I give my own take on why this is the case, and what needs to change to make new businesses more successful.

### October Updates

**Need more time!** I have been busy meeting with business owners with one purpose in mind - to determine what activities take time away from doing the things they love to do. In the majority of situations, it is all that paper work!

My mission is give people more free time. 4i Systems takes away the burden of all that paper work. Contact me to find out how 4i Systems can work for you!

### 4i Client Profiles

#### Associates of Max International / Max Living Canada

Max International is dedicated to improving both the physical and financial lives of individuals all over the world. We accomplish this by providing products that are proven to be beneficial. With the Max business opportunity, Associates have lucrative compensation plans and Associate support that is unmatched. We believe that our products improve people's quality of life. We are dedicated to bringing products to market that have science-based research, high manufacturing standards, and case studies that confirm that the products work.

Click on the link below to find out how you can improve your life with Max International:

[www.maxqxl.com/cindym](http://www.maxqxl.com/cindym)

[cmaifrini@hotmail.com](mailto:cmaifrini@hotmail.com)

#### Tagged By Kindness

When's the last time you've been Tagged By Kindness? When we surveyed

a group of 30 people, 5 people acknowledged having received a Random Act of Kindness in the past month. There's something not right about that picture. Wouldn't you agree? What ever happened to the Pay It Forward notion?

We created Tagged By Kindness as a humanitarian endeavour whose purpose is to have the magic of kindness available and real for all people. Very much like the Pay It Forward movie, this game of tag is simple and fun, and we invite you to tag yourself, join the kindness revolution, support great humanitarian organizations and rock humanity!

Visit the website, purchase a pack of uniquely coded tags, support a good cause, do a random act of kindness and see how far it travels the world!

[www.taggedbykindness.org](http://www.taggedbykindness.org)

Thank you for being the leaders of humanity.

With care,

Misha Allard, Andrew Schiestel & Melissa McInerney  
Co-Founders  
Tagged By Kindness™

*The owners of the companies listed above have given their permission to be included in this newsletter. This does not constitute an official endorsement by 4i Systems Inc. Opinions expressed by these organizations do not necessarily reflect those of 4i Systems Inc.*

## New Business Success Factors

The statistics:

- 90% of new businesses will fail after 5 years
- The unemployment rate is around 6%

Stated differently:

- 10% of new businesses succeed after 5 years
- 94% of people are successful in finding employment

What, then, are the reasons for the overwhelmingly high success rate for finding and keeping a job? And what needs to happen to address this huge discrepancy despite the fact that both employees and businesses owners work in the same economy?

Reasons for success in employment:

- Education and preparation
- Support systems
- Processes for recruiting, interviewing, hiring, orientation, training
- Clearly defined roles and limits in scope of activity
- Abundance in opportunity / demand in the economy
- Government programs that provide assistance

It may be surprising to know that ALL the above exist as well for business owners, just in a different form. The reality is that the sources of education, support systems, etc. are not always obvious to business owners.

From our earliest days - right up to college and university, we are trained to be effective employees. The training for business success is normally a voluntary action and one that will be taken by a very small percentage of the business community. Many new business owners will not ask for the help, nor do they know where to get it.

I foresee an important movement in business education. The younger generations will view themselves not as dedicated employees of one company, but as entrepreneurs seeking customers for their particular passion and skills. They move to where the rewards and personal achievement are the highest with the freedom and independence found only in being an entrepreneur.

It is logical, therefore, that more 'entrepreneur-centric' courses will penetrate the mainstream curriculum of our universities, high schools and even elementary schools. Beyond the classroom, there will be a limited number of institutions that will emerge as leaders for education and ongoing support for businesses of all kinds. That this movement will happen is assured. The future leaders of our economy will not succeed without it.

*David Maifrini, CMA*

### About 4i Systems Inc.

*4i Systems Inc. provides accounting, information systems and administrative management for small businesses. Our vision is to give small businesses access to the best management systems and professional staff for a fraction of the cost. We are a team of fully qualified and versatile professionals that will keep small businesses operating smoothly, allowing the owners and managers to concentrate on their areas of expertise. For business owners, it is like having a corporate head office for about the cost of a single entry-level employee.*

*To learn more about 4i Systems Inc. and the services we can offer to your business, please visit our web site or contact me directly through e-mail.*

**Sincerely,**

David Maifrini, CMA  
President & Owner  
4i Systems Inc.

"Creating Big Possibilities for Small Businesses"

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