

SPOTTING HIDDEN THREATS IN BUSINESS BEFORE THEY STRIKE.

How early warnings can save your business from the ICU.



A lesson from:

BUSH LESSONS 4 BUSINESS



FROM THE BUSH TO THE BOARDROOM

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THE BUSH LESSONS GUY



BEFORE YOU BEGIN.....

In the bush, not all threats roar. Some lie still- disguised, hidden in plain sight.

This eBook is built around a powerful moment when a seasoned guide sensed something “was wrong with the tree”.... and only on closer inspection saw the coiled snake, perfectly camouflaged.

As you read, you’ll uncover the hidden threats that may be silently affecting your decisions, energy and results.

Be sure to complete the **Bush Lessons ICU Health Check** inside.

Then- at the end- you’ll access the **Next Level Assessment**, a fast but powerful tool that reveals not only where your hidden dangers lie... but where your potential for real growth is waiting.

Awareness is the first step. What you do with it next, changes everything.



INTRODUCTION

I sat around the campfire enjoying a glass of wine with a friend of mine and I told him about a snake we saw in a tree the previous day. He then shared with me the following:

He was on a hiking trail in the bush accompanied by a field guide, who stopped suddenly. The guide looked at a tree quite far from them and pointed out there was a snake in the tree.. My friend also looked in that direction and eventually he also saw the snake.. When he asked the guide, how he noticed the snake from so far away, the guide replied, “First I saw **there was something wrong with the tree**. Upon further inspection I realised it was a snake”.

It took a trained eye—someone who knew what to look for—to see the danger. The rest of us, untrained and unfamiliar with the environment, would have walked right past the threat without ever noticing.



This is exactly how businesses often operate. We're not experts in every area of our business. Like those hikers, we can overlook warning signs because we're not trained to spot them. Only when the "snake strikes"—when things reach a critical point—do we realize that something is wrong.

Being in this state is like being in ICU. It's serious, and immediate action is needed. The goal is to avoid the snake strike altogether by identifying early warning signs before they escalate into something more dangerous. And if you're already in the ICU, acting quickly is your best chance of survival.

The real question becomes: How can you, as a business leader, learn to spot those early warning signs before they become critical. In the same way that a field guide uses their expertise to recognize danger in the wild, this **E-book** will provide you with the tools to spot the hidden risks in your business. By understanding the signs early, you can make the necessary adjustments to keep your business healthy, thriving, and well away from the ICU.

This **E-book** is about transforming your approach to business health –recognizing the warning signs and taking preventative action before you find yourself in critical condition. You'll discover how to assess your business using both diagnostic tools and actionable steps to pull yourself from ICU and restore your business to peak performance.

This **Bush Lesson** will guide you through the process of assessing key areas of your business to determine if you're thriving, in a vulnerable position, or in need of critical care. By using this new mindset and approach, you will gain the expertise needed to avoid the **“snake strike”** and maintain a healthy, thriving business.



To avoid a crisis, you need to recognize the early signals in key areas of your business—Sales, Finance, Operations, and Leadership.

Each of these areas leaves ‘**Tracks**’ that reveal the health of your business.

Let’s explore each **Track** by using the “**Bush Lessons: ICU Health Check**”, to establish in which condition your business is based on your self-assessment and what to do about it.

Like a tracker identifying a snake in a tree, this **Business self-assessment** will help you diagnose issues in your business before they strike



SCORE EACH CATEGORY FROM 1 TO 5, USING THE ICU ANALOGY TO DETERMINE HOW CRITICAL YOUR BUSINESS IS.

- 1 – ICU (Critical Condition): Serious danger, immediate action required.
- 2 – High Risk (Unstable Condition): Struggling, urgent fixes needed.
- 3 – Under Observation (Warning Signs Present): Functional but showing warning signs.
- 4 – Stable but Vulnerable: Healthy but with areas needing reinforcement.
- 5 – Thriving (Peak Performance): Strong, profitable, and positioned for growth



TRACK 1. SALES – THE LIFELOOD OF YOUR BUSINESS

Just like a predator depends on the hunt, your business depends on sales to stay alive.

- Are sales consistently growing, or have they been declining?
- Do you have a steady flow of new leads and repeat customers?
- Are sales targets being met regularly?

Your Score: _____

 Action Steps:

- **1-2:** Your sales are the heartbeat of your business, but right now, they're in trouble. Take immediate action: recover lost customers, improve lead generation, and secure a consistent revenue stream.
- **3:** Sales are functional but not thriving. Strengthen follow-ups, review pricing, and refine sales processes.
- **4-5:** Continue to innovate and scale your sales efforts. Look for new opportunities and ensure a robust pipeline.



TRACK 2. FINANCIAL HEALTH – THE OXYGEN SUPPLY

A business without oxygen suffocates—like a kudu under threat to survive.

- Is cash flow positive, or are you struggling to cover expenses?
- Are profit margins stable, or are they shrinking?
- Do you have financial reserves for unexpected challenges?

Your Score: _____

Action Steps:

- **1-2:** The financial heartbeat of your business is weak—cut unnecessary costs and implement cash flow controls immediately.
- **3:** Your financial pulse is steady, but you need to monitor and adjust. Refine budgeting, tighten credit, and increase cash flow.
- **4-5:** Your finances are stable, but guard against complacency. Reinvest profits, build reserves, and plan for long-term sustainability.



TRACK 3. OPERATIONS – THE BUSINESS BACKBONE

Like the sturdy tree in the wild, operations are your business's foundation. If they're unstable, everything else can fall apart.

- Are systems and processes efficient, or is there frequent rework and delays?
- Is your team productive, or are inefficiencies slowing things down?
- Are you leveraging technology effectively?

Your Score: _____

Action Steps:

- **1-2:** Your operational systems are in trouble—identify bottlenecks, improve workflows, and invest in automation.
- **3:** Functional but under strain. Streamline processes, improve productivity, and modernize your tech stack.
- **4-5:** Strong operational health. Focus on optimizing systems for scalability and efficiency as you grow.



TRACK 4. LEADERSHIP & CULTURE – THE HEARTBEAT OF YOUR BUSINESS

A business thrives on leadership and culture. If the pulse falters, everything else follows suit—like a herd of kudu sensing danger.

- Is your team engaged, or is turnover high and morale low?
- Are decisions made proactively, or are you constantly reacting to crises?
- Does leadership provide clear direction and strategy?

Your Score: _____

Action Steps:

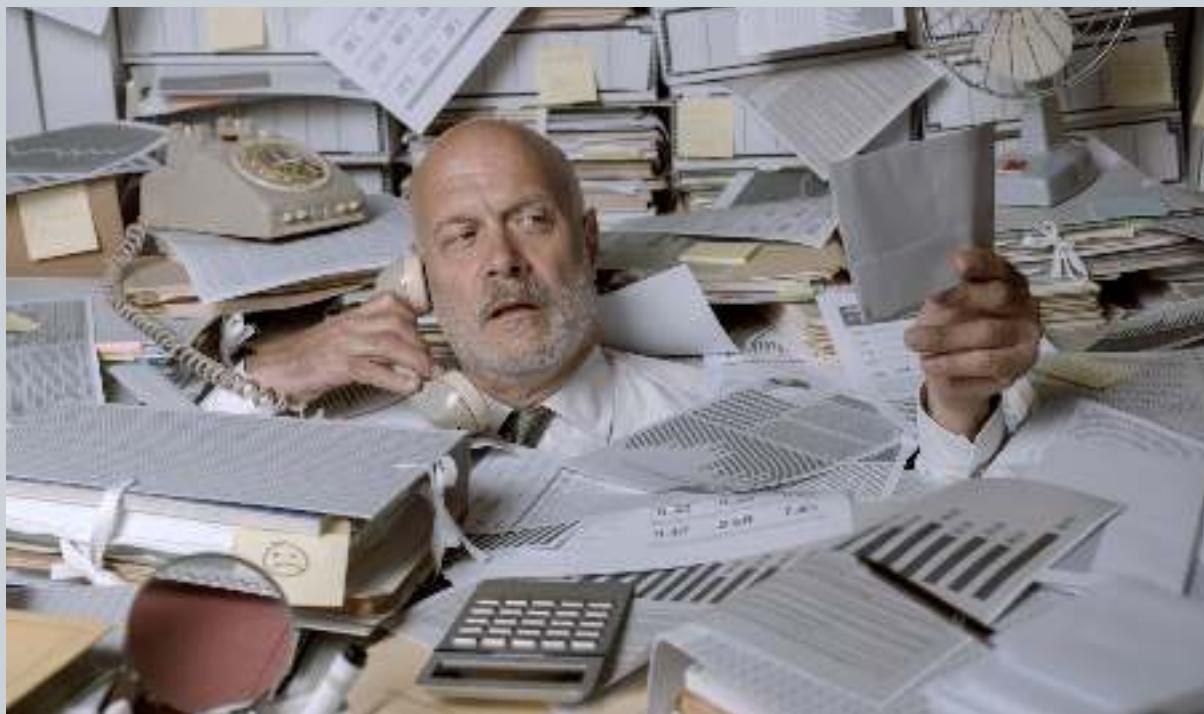
- **1-2:** Leadership is in critical condition—focus on improving communication, reinforce the vision, and empower your team.
- **3:** The culture is stable, but it's time for revitalization. Foster innovation, engage employees, and develop future leaders.
- **4-5:** Your leadership is strong. Maintain momentum by nurturing a dynamic culture and driving forward strategic growth.



TRACK 5: PERSONAL: THE FOUNDATION OF SUSTAINABLE SUCCESS.

A business can't thrive if the person leading it is running on empty. Just like the wild, where animals must balance energy conservation with survival, business owners must protect their own well-being to lead effectively.

- **Physical Fatigue:** Are you constantly feeling exhausted, even after rest, or struggling with energy levels?
- **Lack of Personal Time:** Do you find yourself constantly putting work first, leaving little time for yourself or your loved ones?
- **Mental Overload:** Are you feeling overwhelmed by stress, constantly juggling too many tasks without taking breaks?
- **Diminished Decision-Making:** Are your decisions becoming more reactive and less thoughtful, influenced by stress or burnout?
- **Disconnection from Passions:** Have you lost sight of the things that once brought you joy and fulfilment outside of work?

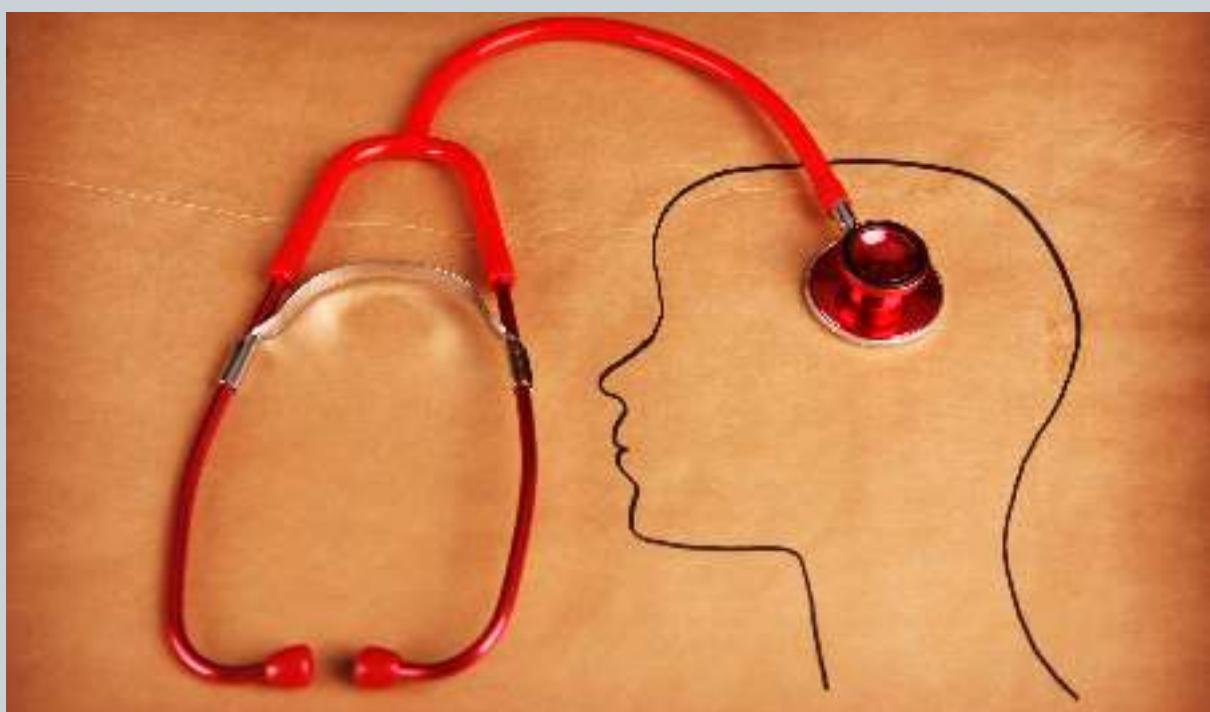


Like a tracker identifying a snake in a tree, this **Personal self-assessment** will help you diagnose issues in on a Personal level before they strike. **Score each category from 1 to 5, using the ICU analogy to determine your personal wellbeing.**

Personal Score System- How healthy are you as a Business Leader?

1 – ICU (Crisis Mode – Immediate Action Needed!)

- You're physically and mentally drained, making poor business decisions.
- You haven't had a proper holiday or break in years.
- Your health is declining due to stress and overwork.
- You feel like you're losing yourself—your identity is tied to the business, and there's no joy left.



2 – Critical (Near Burnout)

- You're constantly exhausted, and stress is affecting your performance.
- You never take proper breaks and feel guilty when you do.
- Financial pressure keeps you awake at night, and you feel trapped in your business.
- You've lost motivation and feel disconnected from the passion that started your journey.

3 – Warning Zone (The Pressure is Building)

- Work dominates your life, leaving little time for rest or personal fulfilment.
- You frequently feel tired or stressed, affecting your decision-making.
- Your personal finances are uncertain, adding more stress.
- You're questioning why you're doing this, but you keep pushing through.



4 – Healthy but Stretched

- You maintain some balance but often work long hours without breaks.
- You have moments of exhaustion but can still function well.
- Financially, things are okay, but you're not fully in control of long-term personal wealth.
- You have interests outside of work, but they sometimes take a backseat.



5 – Thriving (Peak Performance Mode)

- You have clear boundaries and take regular time off without guilt.
- You're energized, mentally sharp, and making strategic, confident decisions.
- Your personal finances are well-managed, giving you peace of mind.
- You feel connected to your bigger purpose and enjoy your journey.

Your Score: _____

Action Steps:

Action Steps Based on ICU Scoring (Personal Well-Being)



Score 1-2 (ICU – Critical Condition)

Immediate action is needed:

- Prioritize Rest: Schedule immediate rest—take time off to recover.
- Set Boundaries: Say no to non-essential tasks and protect personal time.
- Delegate: Delegate tasks at work and in personal life to reduce pressure.
- Seek Support: Consider professional help (coach, therapist) for guidance.

Score 3 (General Ward – Recovery Mode)

You're stabilizing but need continued attention:

- Re-evaluate Schedule: Make sure to schedule personal time alongside work.
- Mindfulness & Exercise: Incorporate mindfulness and physical activity to reduce stress.
- Delegate: Continue delegating non-critical tasks.
- Check-In Regularly: Set well-being goals and reflect on progress.



Score 4-5 (Wellness – Thriving)

You're doing well but must maintain balance:

- Maintain Boundaries: Keep setting work-life boundaries and ensuring personal time.
- Ongoing Reflection: Regularly assess stress levels and adjust as needed.
- Physical & Mental Health: Continue exercising and self-care practices.
- Celebrate Wins: Focus on personal growth and continue to celebrate achievements.



Your “Bush Lessons: ICU Health Check Summary”

Sales: __

Finance: __

Operations: __

Leadership & Culture: __

Personal: _____

✳ If you have multiple areas in **ICU (1-2)**, immediate action is critical to prevent business failure.

⌚ If you’re **under observation (3)**, address warning signs before they escalate.

✓ If you’re **stable or thriving (4-5)**, focus on long-term growth and resilience.



The image shows a large, stylized signature in black ink that reads "Francois J. Lubbe". Below the signature, the text "THE BUSH LESSONS GUY" is printed in a smaller, sans-serif font.

Next Steps:

- **The Snake has been spotted. Now What?**

Like the guide who saw the snake in the tree, you've sharpened your awareness. You now see what was once hidden. But in nature- and in business - awareness must lead to action.

That's where the **Next Level Assessment** comes in.

In just 3 minutes, it will reveal your personal or business landscape: where you're strong, where there's still risk, and what to do next to thrive beyond this point.

You'll receive a tailored report immediately- giving you clarity and direction for your next level of growth.

Don't wait until the snake strikes.

Take the **Next Level Assessment** now:

Click [here](#) to see the **Next Level Assessment**