

SEEING YOUR BUSINESS CLEARLY

TAB York on why better questions often lead to better decisions

One of the things we enjoy most about working with business owners is that every conversation starts in one place and often ends somewhere completely different. A business owner might tell us they have a marketing problem, a recruitment challenge or that growth has stalled. They're usually right about the symptoms, but not always about the cause.

Often, what becomes clear is that something deeper is holding the business back. Perhaps every important decision still relies on the founder. Maybe the structure hasn't kept pace with the growth of the business. Sometimes it's simply that they've become so busy working in the business that they've lost the time to step back and work on it.

One thing we've learnt is that businesses rarely stand still. If something feels difficult today, it usually becomes even more difficult six or twelve months down the line if it's left unchecked. The longer the real issue goes unnoticed, the more likely it is to show up somewhere else in slower growth, frustrated

teams, missed opportunities or simply an owner who's running out of energy.

We've also learnt not to jump to solutions too quickly. The real value comes from understanding what's getting in the way before deciding what needs to change. That's why we believe every business owner benefits from having trusted people around them who will ask the questions others don't, offer a fresh perspective and help uncover the real issue.

Business ownership can be incredibly rewarding, but it can also be lonely. Sometimes the biggest breakthrough doesn't come from working harder. It comes from seeing your business more clearly.

Natalie and Elliot Rich own TAB York, where they work with business owners to improve decision-making, strengthen leadership and accelerate business growth.

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THE PRESS BUSINESS AWARDS 2026
In partnership with YORK ST JOHN UNIVERSITY

Celebrating OUR REGION'S BUSINESS SUCCESSES



Step into the spotlight with us as the highly anticipated York Press Business Awards returns on Thursday 26th November 2026 at York Racecourse.

We are very excited to announce this year's host Cally Beaton, a stand up comedian, podcaster, writer and former TV executive who will guide us through the awards with intelligence, humour, and impact.

The Press Business Awards aim to celebrate success, recognise achievement, and highlight the innovative people and companies throughout York district who are putting their region on the map by boosting the economy while making a positive contribution to the local community.

NOMINATE TODAY!

- Large Business of the Year - Small Business of the Year - New Business of the Year - Creative Industries Business of the Year	- Hospitality, Retail & Leisure Business of the Year - Apprentice of the Year - Manufacturer of the Year - Business Personality of the Year	- Employer of the Year - Business Innovation of the Year - Family Business of the Year
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To enter or nominate scan the QR code or visit <https://forms.cloud.microsoft/e/esXqCLdCuc>
Nominations close on **Friday 21st August 2026**

