**Business Drivers**

Business Drivers(BD) - This is a very catchy phrase and used liberally in today's times. Not sure when the phrase was coined but can tell for sure that this has been in existence since time immemorial. Its existed since the time of existence of mankind, going back to the Stone Age. Trade is believed to have begun throughout much recorded human history. There is evidence of the exchange of obsidian and flint during the Stone Age.

Here is an effort to understand the importance of Business Driver/s and its right interpretation and prioritizing for any business startup or existing business activity. The thoughts presented here are purely from the authors perspective and experience. Contribution from the reader will be appreciated in creating more value. To begin with, let's take a glimpse at the 5Ws & 1H of BD.

**What** - Business driver/s is anything that has an impact on the performance of a company. Talking of performance, it is usually financial or economic performance. However, I would like the reader to expand the meaning of BD and not restrict it to just financial performance, although the main purpose of any business is to earn money/profits. A business driver could be a component, resource, process, condition or rationale which is vital for setting up a business or a business to thrive and grow. It is the oxygen for any business.

**Why** - It is a fundamental or foundational requirement for starting any business. Businesses cannot exist without BD. Collectively BDs help achieve a goal and desired operational and financial performance. Without a BD, no business can be established, run, sustained or grown. It is the "make-it-happen" tool for business.

**When** - Whenever a business, trading or manufacturing has to be established, business drivers are required. To run a business or sustain it or grow it, BD is an essential element. Whenever an improvement or transformation is to be made, new business drivers may be identified and adopted.

**Where** - As the name "business driver" suggests, it is primarily an element for or of a business. In every business, you will have a need for business drivers. You will find different business drivers for different managerial levels and leaders within an organization. From shop floor to the top floor of an organization on will have business drivers that influence the performance at a level within the organization.

**Who** - A solopreneur, entrepreneur, small-medium enterprise, government-private enterprise, cooperative enterprise and large organization, all need business drivers. A business driver is intrinsic to every business activity.

**How** - It is important to understand how to identify the required BD. From the basic fundamentals to experiences of own and others or benchmarking or through collective & collaborative approach. BD could be external or internal, tangible or intangible and most importantly one must be able to prioritize to make the BD effective.