

# **Achieving MOMENTUM**

## **A System for Business Management**

**Andrew M Pearson**

**Unique Business Strategies**

*11<sup>th</sup> April 2007*

# Protocol

## Getting the best from the morning

- Taking the time out for development
- Open mind
- Sharing experiences and opinions
- Getting involved

# Context

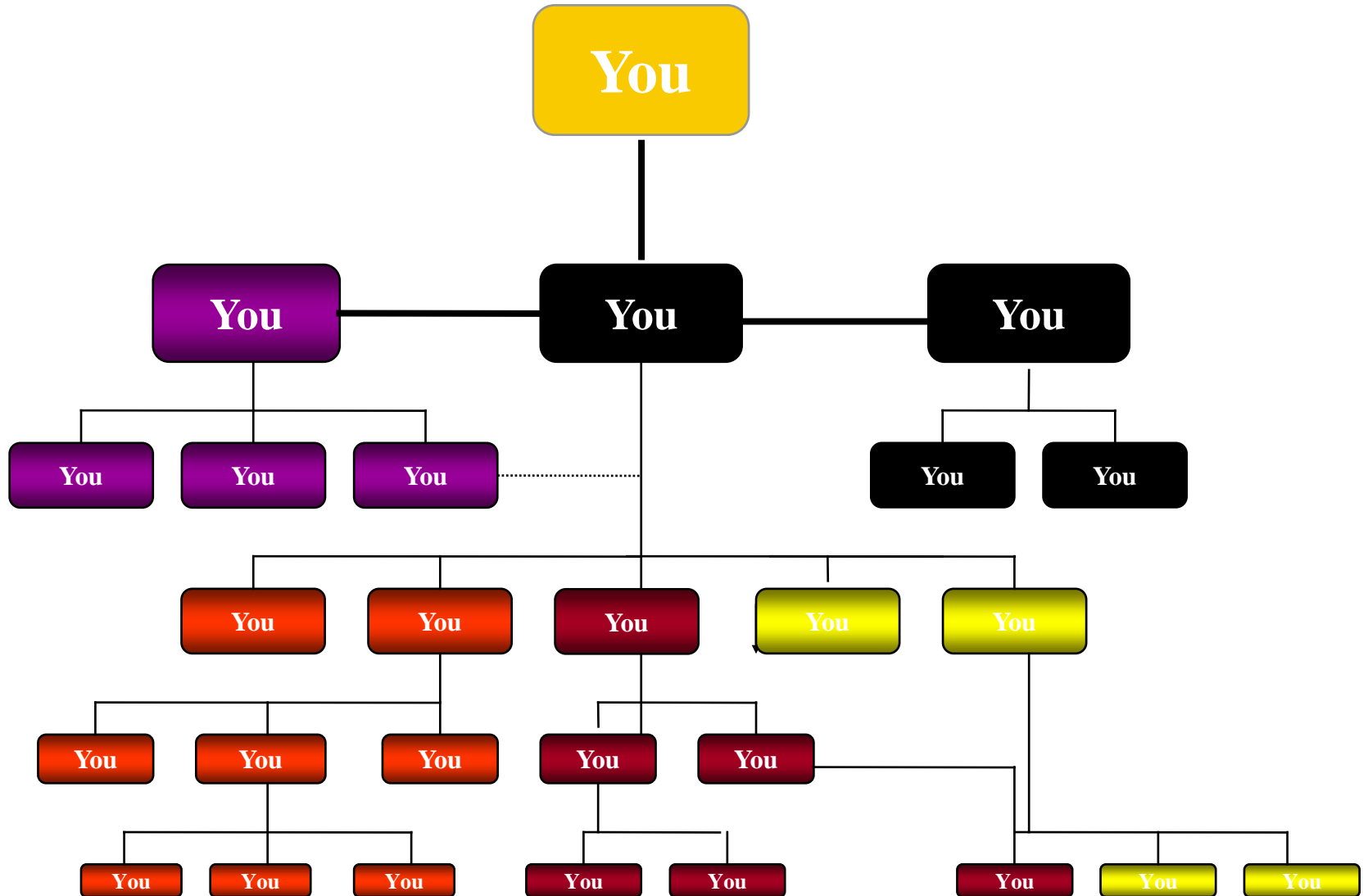
## **3 Elements for Outstanding Business Development**

- Main Elements of Effective Business Design
- The Ultimate Goal and Immediate Momentum
- 5 Strategies for Business Development





# Is This Your Organisation Chart?



**EMPLOYEE**

**E**

*You Have  
A Job*

**BUSINESS OWNER**

**B**

*You Own a System &  
People Work for You*

**S**

*You Own  
a Job*

**SELF EMPLOYED**

**I**

*Money Works  
for You*

**INVESTOR**

*Robert Kiyosaki's CASHFLOW Quadrant*

# Self Employed

- These are Do-It-“Yourselfers”
- Want the privilege of being in business
- Take control of a situation
- Do it on their own
- Money is not the most important thing about their work
- But freedom to do their own work is
- “It will be good because we’re doing it!”

**99% of all ‘Entrepreneurs’!!!**

# The Character of Most Entrepreneurs

- **Most entrepreneurs do the work – not the businesses they own - and most do the wrong work**
- **Most do the practical work of the business and create a job - NOT a business**
- **Most can't *separate ego* from the business and the practical work of the business**
- ***But the business builder doesn't want to do the work – they just want it to “make it happen”***

# Business Owners that are Entrepreneurs

- **Almost the opposite of the SELF EMPLOYED**
- **Have a clear long term goal.**
- **Surround themselves with smart people**  
*(employees, self employed, investors and other business owners)*
- **Their motto is “Why do it yourself when you can recruit someone to do it that can do it better than you can”**

# A Matter of Approach

## Opportunistic

**Most entrepreneurs who struggle, are:**

- Busy with the day to day
- Take an action on what's appealing at a moment in time
- Grab opportunities as they come along!

## Strategic

**Successful entrepreneurs:**

- Have an end – or vision - in mind
- Develop different options for its achievement, & choose the one most probable.
- Ask “what are the best opportunities to bring about my vision?”

# A Quick Question

**DO YOU HAVE A STRATEGY**



# Business Strategy

Your business will achieve competitive advantage through the things you do really well, leverage and outsourcing.

# The Thoughts Of A Sage - Or Two!

**“Do what you do best  
and outsource the rest”**

*Peter Drucker*

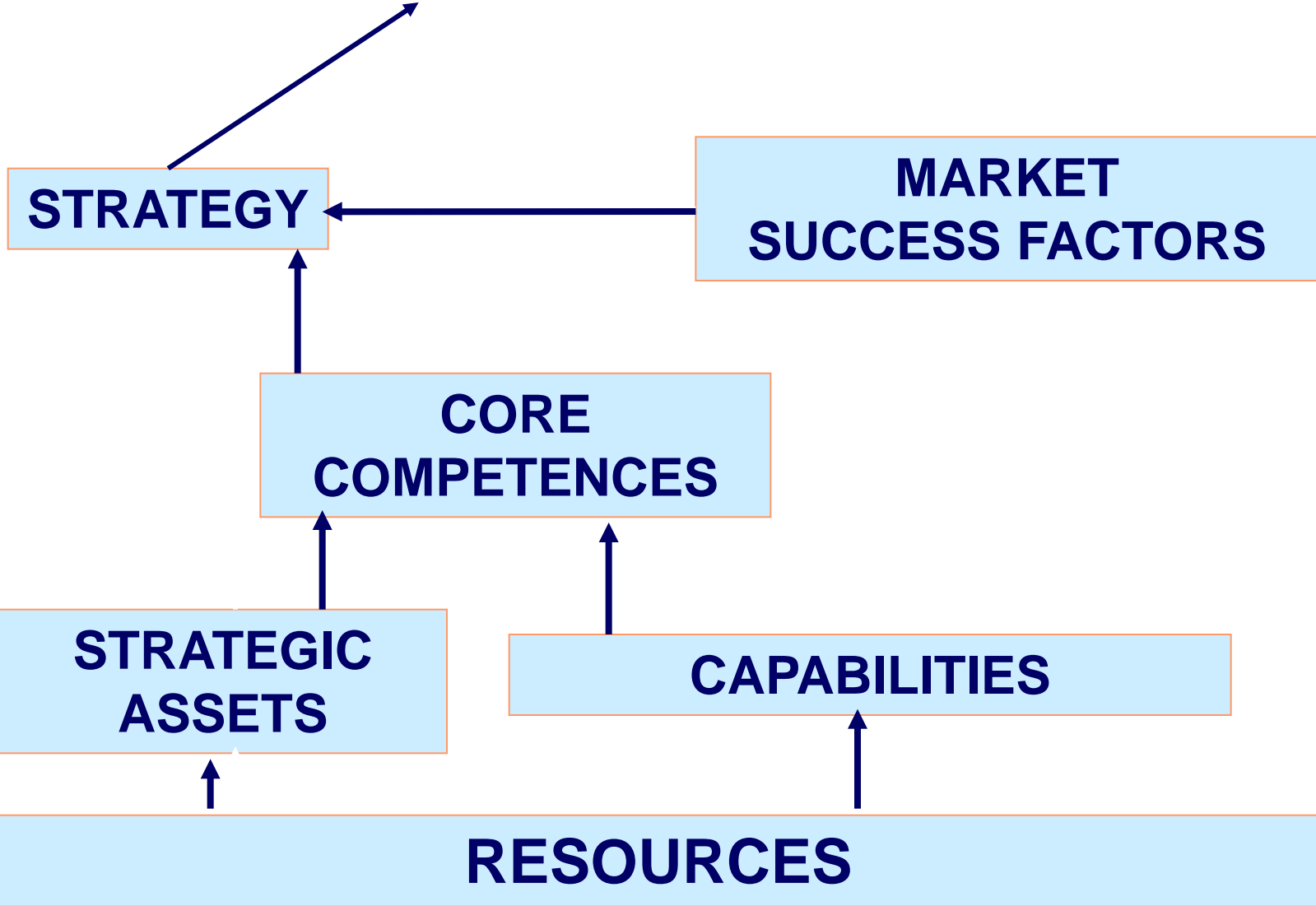
**“Given limited capital (people/money)  
focus on the activities that create the  
greatest value for your business”**

*KPMG*

# Core Competencies

- 1. What is your business really good at doing?**
- 2. What skills, know-how are you good at doing that get you more customers or give your customers more value?**
  - Good with working with customers
  - Producing copy
  - E mail marketing
  - Producing offers

# COMPETITIVE ADVANTAGE



# Generating Momentum

Do You Know What

**YOUR TIME IS WORTH**



# Time

- All time has value
- **The way you think about time will affect anything that happens to your business**
- If you value your time you will structure your time to focus on money making activities

# How many Productive Hours a Day DO YOU WORK?

What percentage of the time are you productive?

Studies show that MDs are productive up to **38 minutes** / day

Productive time = Time directly generating income

<b>Non-Productive Time</b>	<b>Productive Time</b>	<b><u>Super Productive Time</u></b>
<ul style="list-style-type: none"><li>•Talking to friends</li><li>•Surfing the internet</li><li>•Reading mail</li><li>•Answering your phone</li><li>•Studying/learning</li><li>•Clearing your office</li></ul>	<ul style="list-style-type: none"><li>•Creating products</li><li>•Marketing products</li><li>•Managing big projects</li><li>•Creating scale</li></ul>	<ul style="list-style-type: none"><li>•Creating systems that:<ul style="list-style-type: none"><li>– create products</li><li>– market products</li><li>– build scale</li></ul></li></ul>

# Questions About Your Time

1. Is what I'm doing achieving my hourly rate?
2. Can I pay someone less than my hourly rate to do this for me?
3. Can I make different decisions to increase my productivity?
4. Can I use more of my time to build my business, as this is my most precious asset?
5. Can I achieve better use of my time to ensure success?

# Being Found in The Market Place

- 1. Credible** (*with a compelling offer*)
- 2. Positioned** (*in the core of the customer's world*)
- 3. Visible**



# Creating Scale in Your Business

If you are unsure about **how to generate profits over your hourly rate** usually you have a leverage (scale) – not a knowledge problem!

## You increase leverage by:

1. Increasing one or more of the **variables** of any profit producing formula
2. Developing/ implementing a business plan that creates leverage through a **tight focus** & the proper strategy
3. Separating out activities that generate **more income than it costs** to get done

# Outsourcing

**To free your time to let you focus on producing even more value for your customers**

- Any simple task that you can do should be outsourced to someone else **so that** you can get on with the business
- Anything you can't do you should outsource **so that** you can get on with using your skills

**The 2 ways work should be  
done in your business**

**Systems &  
Processes**

# The Vital Importance of **PROCESS**

**“...if you can’t describe what you’re  
doing as a process, you don’t  
know what you’re doing.”**

*Edward Deming*

# Why Should We Develop Processes?

1. To design the optimal way of carrying out important activities
2. Nearly impossible to achieve optimum performance with flawed processes
3. Once you have them it becomes easier to improve and optimise each activity you do in your business
4. Increase cost savings / customer service

# SYSTEM: Save Your Self Time, Earn yourself Money

- Describe how a business operates *via*
  - manuals, checklists, standard forms, checklists
- Generating referrals, calendar, complaints, testing ideas, NPD, new innovations development, planning, recruitment...
- So that others can run systems rather than doing things their own way

# The **2** Most Important Metrics to **Growing Your Business**

- 1.** Cost per Acquisition
- 2.** Lifetime Customer Value

# **A RECAP: BUSINESS BUILDING PRINCIPLES**

1. Vision & strategy
2. Follow tactics that will achieve your vision
3. Plan to increase the current value of your time
4. Build around scale with advanced marketing tactics
5. Outsource & build a network of relationships
6. Systemise
7. Process key activities
8. Identify key metrics

# Thank you for being with us

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