



Business Owner Workshop

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Remember when you started your business?

Be the Boss

Do things your way

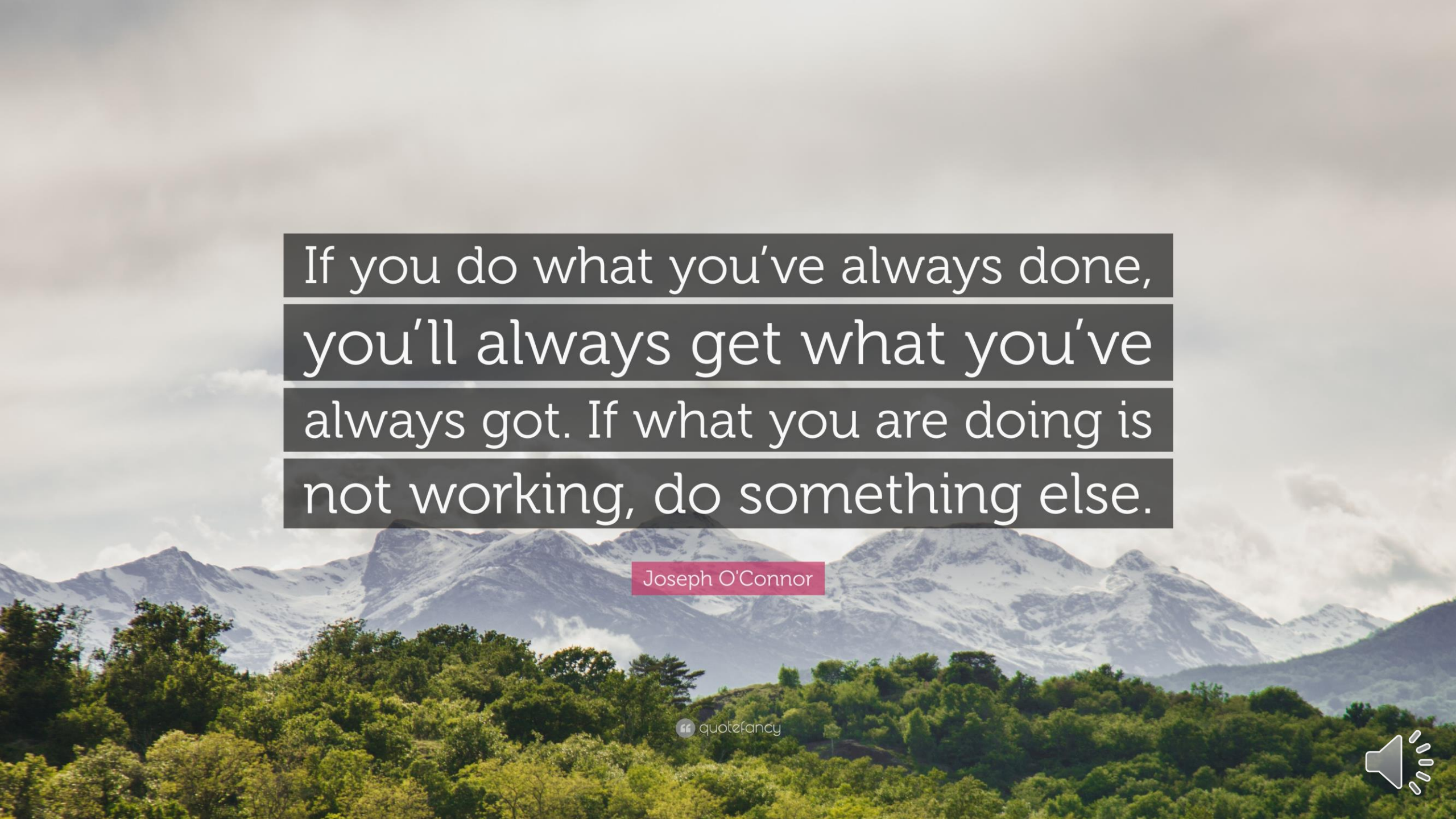
Freedom and Time

Lots of Money



Business Ownership can be frustrating





If you do what you've always done,
you'll always get what you've
always got. If what you are doing is
not working, do something else.

Joseph O'Connor



The Business is a Reflection of the Owner



If you want to change your business, start with changing you.



Your business
is the vehicle
to get you to
your goals.



First you have to know where
you're going.

- Where am I now?
- Where do I want to be?
- What does my business have to provide me in order to be there?



You can't hit a fuzzy target. Get clear.



I earn _____per year
working _____ hours per
week and I am happy doing it.



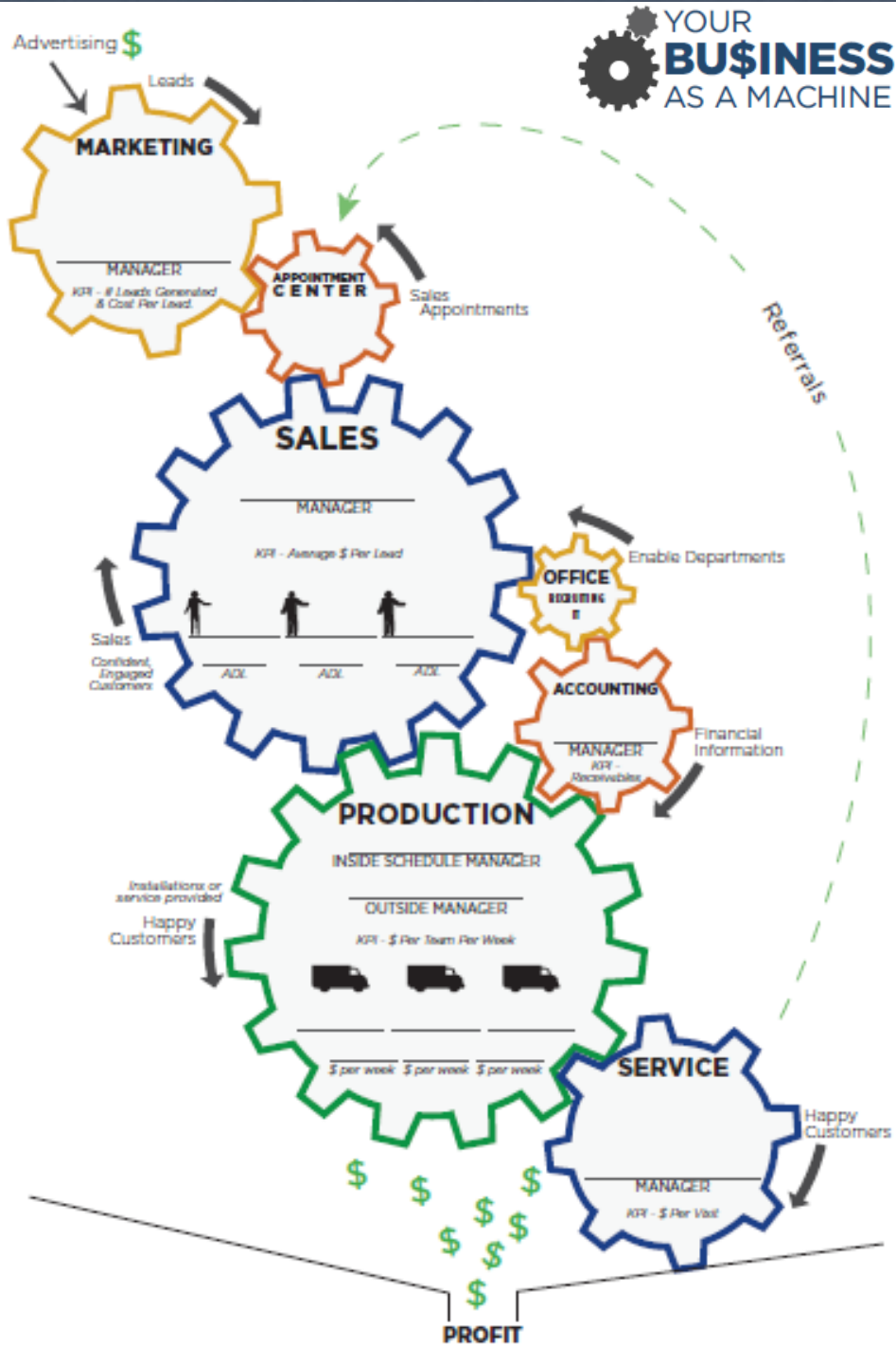
Your business
is the vehicle
to get you to
your goals.



Then you have to navigate it.

- What does my business look like in order for me to get there?
- How do I create it?
- How do I keep it moving in the right direction?

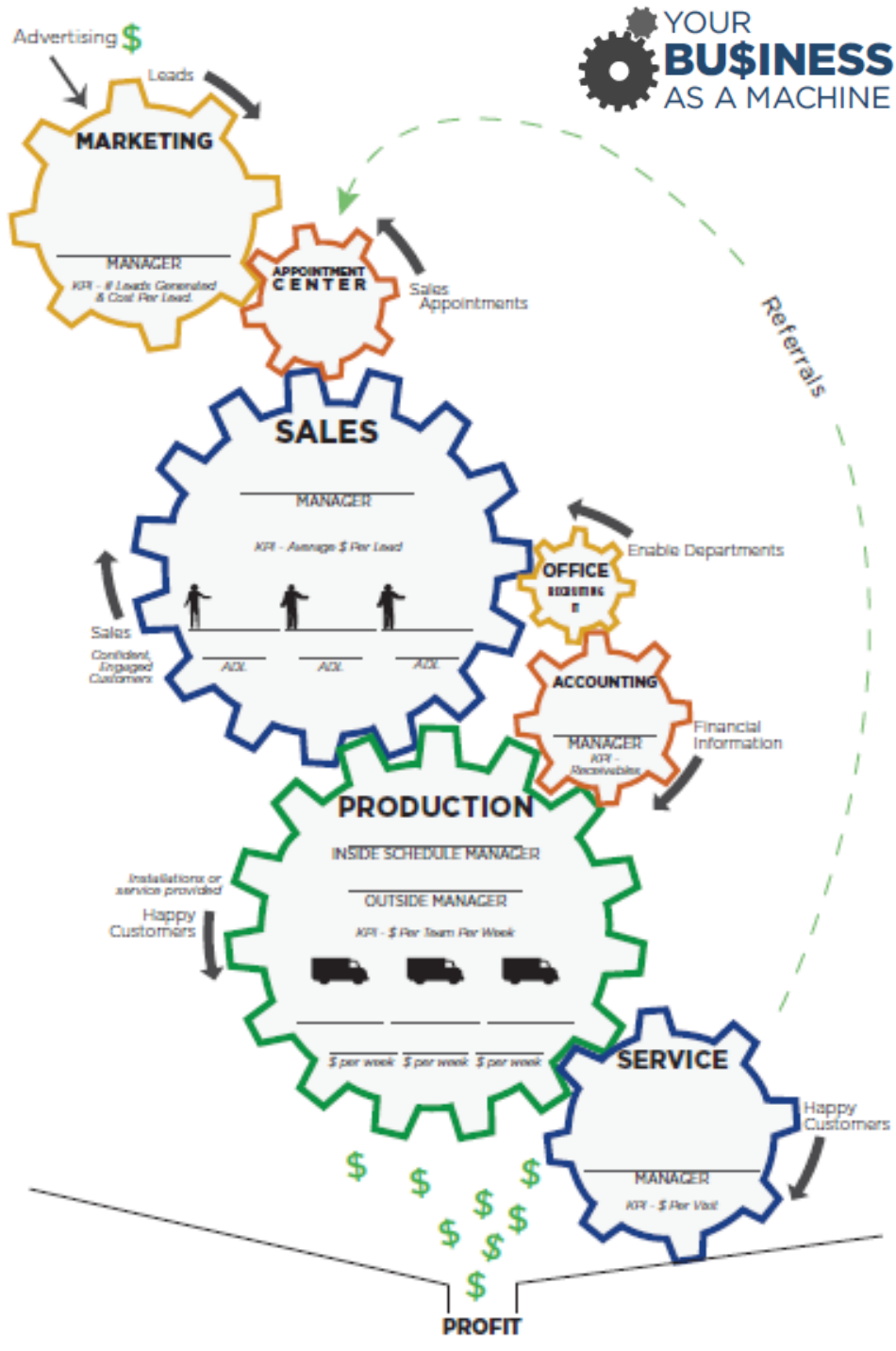




Your Business as a Machine

Change the way you see your business



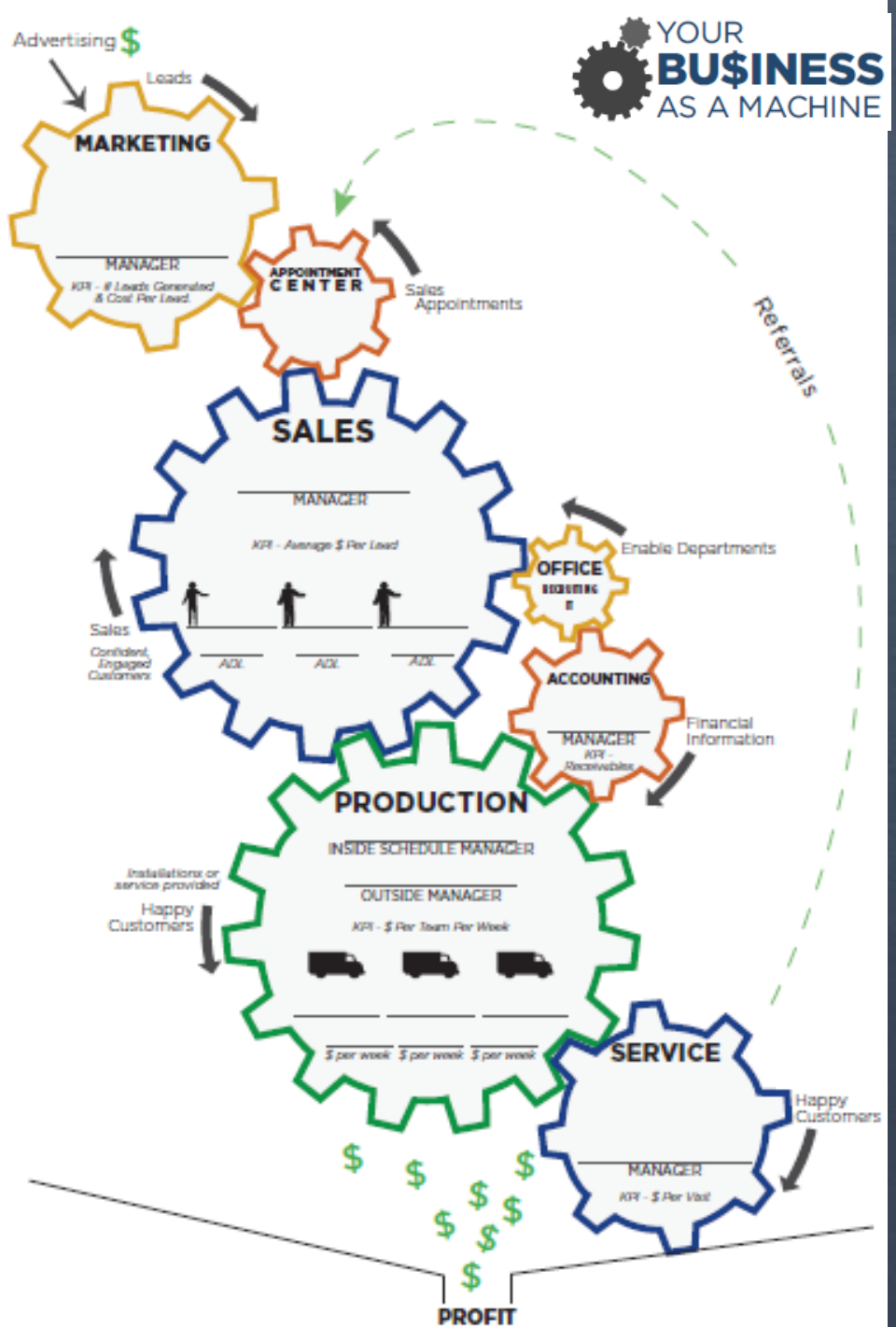


Your Business as a Machine

Each Gear has:

- A Function & an Output
- A Manager
- KPIs





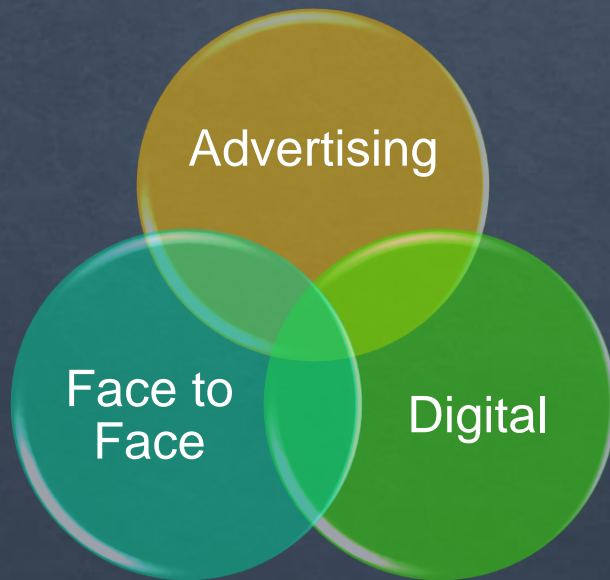
Your Business as a Machine

What happens to the machine if one gear slows or stops spinning?



Ready to Grow

Marketing



- Develop a great Brand
- Create a well rounded marketing plan
- Supplement with the free or cheap stuff
- Do great work





Ready to Grow

Sales System

- You can't do all the sales calls yourself
- Create a Sales System
 - Pricing
 - How you want customer visit to go
 - Philosophy on sales
 - Preparing for install
 - Ask for the business
- Train Train Train
- Evaluate and verify



Finding & Keeping Good Employees

Be the company
where good people
want to work

Hiring wrong costs

Do you spend 1% of your time
recruiting and 99% of your time
managing your hiring mistakes?

Hiring is a competition

We must fight to win the best people.



Finding & Keeping Good Employees



1. Clarify the position and expected results
2. Clarify the qualities and competencies of the ideal candidate



Finding & Keeping Good Employees

A Hiring Process keeps you from “falling in love” with the candidate sitting in front of you.

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3. Define the screening process

The Hire Higher Multi-Step Screening Process

Getting Candidates - You'll need to post your opening and get applicants. More is better!

Resume Screening - Go through the resumes and look for ones that have issues or are not what you are looking for. Start whittling down the field. Email anyone who “passes” with a bit of “homework” to screen out those that don't respond.

Phone Screening - Call them on the phone and get a conversation going with pre-selected questions. Check communication skills, attitude, and energy. If they “pass,” assign a Candidate Folder, schedule a first interview and give them some homework. Each time someone passes a step, they advance on the Recruiting Card. If they don't pass, they don't advance.

First Interview - Meet the candidate and use the pre-printed questions for their type of job. Find out if they have the talent, skills and abilities to do the job. If they pass, assign more homework.

Second Interview - See them again. By this time you are getting to know them better. Find out if they want the job. What is their motivation, drive and passion? Use the questions in the Candidate Folder. If they pass, you can ask them to take our personality assessment and another assessment called “DISC”.

Group Interview - Now bring some of your best people in to meet and interview the candidate. Is there a culture fit? Do they already share your values? Did anyone see any red flags to investigate?

Background Check - Driving record, credit and criminal background checks are available from a service online. No surprises!

Previous Employer Interview - Ask about their previous employee's character, competence and compensation.

Offer - If they make it through, make an offer.



Finding & Keeping Good Employees

Be real.

If you're not good at it,
assign someone else to
recruit.

Its too important.

WE ARE DIRECTORS:

We want to get things done and check the box

✓ *"problem solved, person hired."*

WE ARE IN A RUSH:

We have lots of things to do so we can't spend much
time on these hiring steps.

WE ARE OPTIMISTS:

We want to see the best in people – even low
performers. We are optimistic for them and ourselves.



Finding & Keeping Good Employees

Where do we find them?
Everywhere.

Recruiting is a new division of Marketing

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Hand Out Recruiting Cards

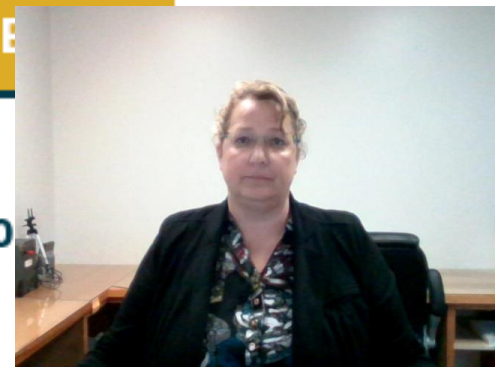
Internet Job Sites

Your Website

Social Networking

Colleges

Job Fairs



Finding & Keeping Good Employees

Onboarding is an expense.
Retaining employees saves money.

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Be the kind of business where good people want to work and want to stay.

Culture

- Trust
- Voice
- Opportunity
- Pride
- Fulfilling



Building Great Managers

Trying to do it all
yourself?

How is that working
out?

- Define the expectations and
TRAIN THEM
 - What do you want them to do
 - How do you want things done
 - What is the expected outcome

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Building Great Managers

Developing Managers
is a High Value
Activity

- Give them what they need to succeed
- Check in with them often
- Make sure departments are working together
- Praise good work
- Have Management Staff meetings
- Build more Leaders



Building Great Managers

Duplicate YOU.

You are now in the people business.

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“I’ve tried this before and it didn’t work out.”

Yup.

Try again.

Mastering this is key.



YOUR INCOME STATEMENT

Financial Statements

How do you know if
you are winning?

A monthly scorecard.

Profit & Loss Statement or Income Statement

1. Revenue (income)	\$800,000
2. Cost of Sales "COS" (direct job costs)	-\$440,000
3. Gross Profit.....	\$360,000
4. G&A (fixed & variable expenses)	-\$260,000
5. Net Profit.....	\$100,000



YOUR INCOME STATEMENT

Financial Statements

Percentages help you find patterns

January:

Revenue	\$364,566	100%
COS	\$215,094	59%
Gross Profit.....	\$149,472	41%
G&A.....	\$115,989	31.8%
Net Profit.....	\$33,483	9.2%

February

Revenue	\$334,001	100%
COS	\$180,360	54%
Gross Profit.....	\$153,641	46%
G&A.....	\$121,133	36.3%
Net Profit.....	\$32,508	9.7%



YOUR INCOME STATEMENT

Financial Statements



You can hire someone to do your accounting, but you can't hire someone to understand the numbers and make decisions based on those numbers.

**That's the business
owner's job.**



The Business is a Reflection of the Owner

Your business and results
are a reflection of you.
Your business and results
will grow in direct
proportion to your own
growth.

James Arthur Ray



Questions



Presenter Contact Information

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We get
better
together



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