

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

High Probability Businesses - What You Can Learn from Businesses that Do Not Fail

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
System



A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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Levels of Performance

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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The Awakened CEO System



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Agenda

- The Challenge
- The Hidden Numbers
- Personal Success Factors
- Business Success Factors
- The Bottom Line

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The Challenge

- Building a business is among the toughest jobs in the world
- We think 50 – 90% don't make it ..
- ... but we really don't know

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The Challenge

- It's hard to measure:
 - What is a failure?
 - How do you collect the data?

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The Hidden Numbers

- I believe that a huge number of would-be entrepreneurs dip their toes in the water ...
- ... and then disappear without ever becoming a statistic

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The Hidden Numbers

- They are:
 - Garage inventors and software engineers
 - Sweat equity partners
 - Singers and actors
 - Musicians and painters
 - MLM and HBB dabblers

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Encouragement is Everywhere

- Our society encourages the risk taker
- We really believe in “the greatness within”
- We don’t want to discourage anyone, because you never know who is going to have an incredible, hidden talent



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Encouragement is Everywhere

- We like to see others “play the game”
- And you never know who is going to get lucky

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What I Know

- Takes tremendous physical, mental, and emotional energy to succeed
- Takes the ability to learn and do new things
- Being bright, hard working, ethical, and friendly **isn't enough**
- Some businesses are much more likely to succeed than others
- Averages are lousy statistics!



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Personal Factors

- Intelligence
- Emotional Intelligence
- Ability to Learn, Grow, and Transform
- Experience
- Education, Training, Mentoring
- Resourcefulness
- Focus

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Education and Training

- The Five Choices of Winning CEOs
- Business Survival Bootcamp
- Office Hours Series
- Awakened CEO Foundations Program

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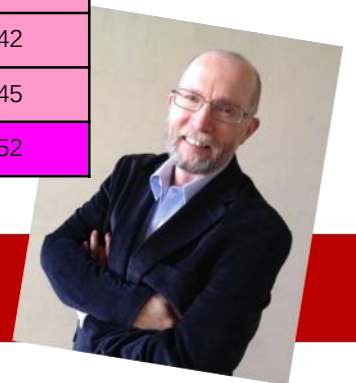
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Business Complexity Profile

	L	M	S	F	O	P	S	Total
Selling Roses	1	1	3	1	1	1	1	9
Car Wash	1	1	1	2	2	2	2	11
Hot Dog Stand	1	1	2	2	2	3	2	13
Mall Kiosk	2	2	4	3	3	3	4	21
Florist	2	3	4	4	4	2	4	23
Coach	3	6	6	3	3	2	6	29
Licensed Therapist	2	5	5	3	5	5	5	29
Consulting Firm	3	5	6	3	3	4	5	29
Construction	5	6	5	5	5	3	3	32
Doctors Office	6	2	2	6	6	7	6	35
Government Contracting	3	6	7	7	5	4	5	37
New Simple Prod	4	8	6	6	6	7	5	42
Software Startup	7	6	8	7	4	9	4	45
New Medical Device	7	7	8	6	7	9	8	52



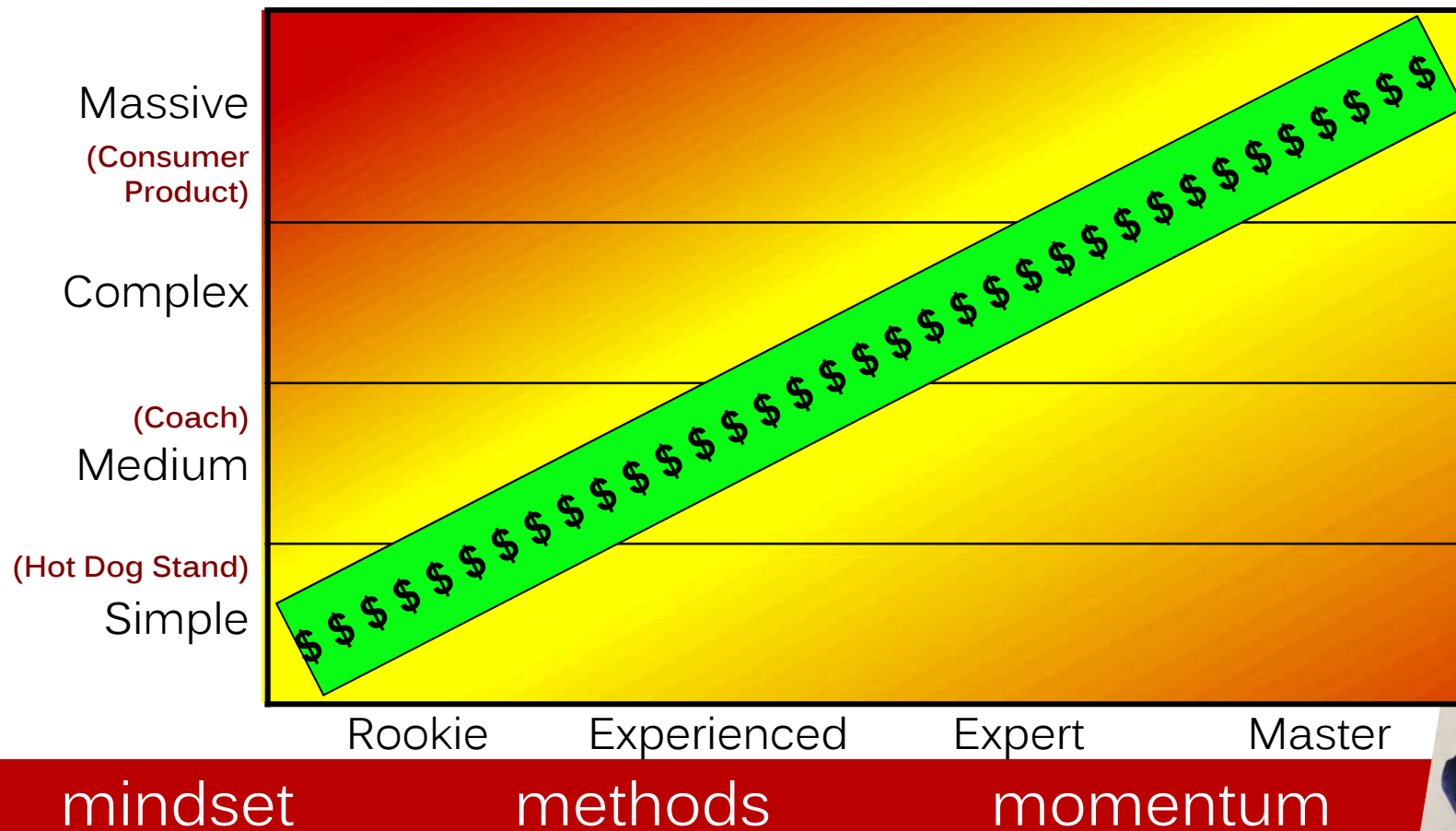
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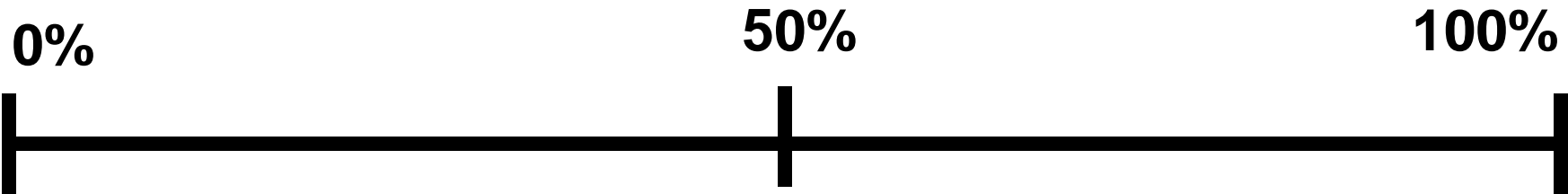


Business Complexity and Entrepreneurial Experience





Success Probability



0%

50%

100%

**Clueless,
Penniless,
Inexperienced,
& Arrogant**

**Big Stretch,
but reachable**

**Done it a
dozen
times**

**Bigger and More
Complex**

**Only a little
stretch**

**Huge and
Massively
Complex**

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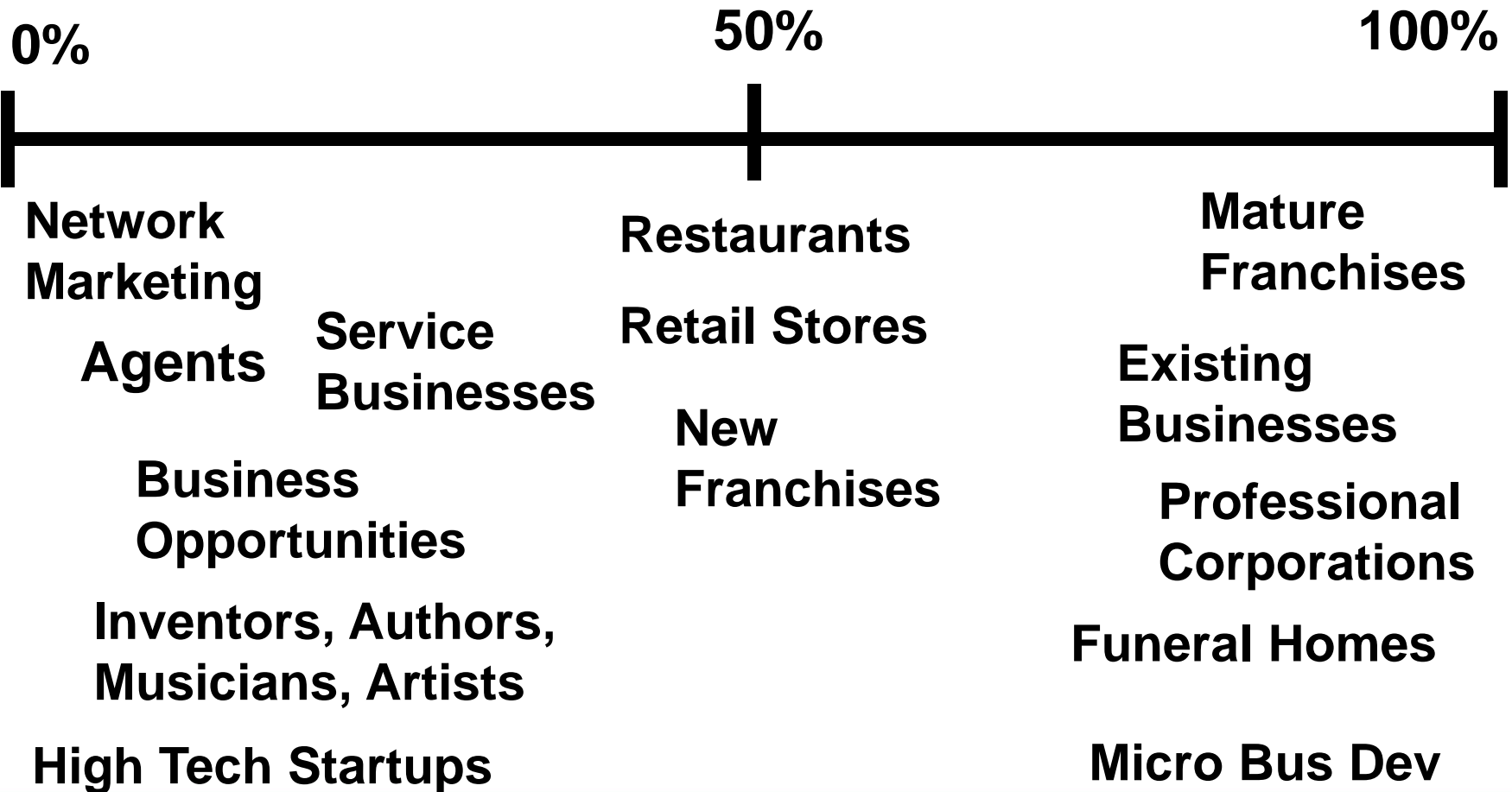
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Success Probability



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High Probability Factors

- Proven business model, with proven market acceptance
- Great training
- Complete solution
- Massive support, intense mentoring
- High cost of entry (unless high tech)



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Low Probability Factors

- Starting from scratch, with little or no experience
- Undetermined market acceptance
- Very crowded markets (Red Oceans)
- Significant impact on personal relationships
- Low cost of entry

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The Bottom Line

- There are some businesses that have a lot better chance of survival than others
- It pays to know why
- It's smart to understand the complexity of your chosen business

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Homework / Exercise

- Get domain experience on your team
- Get process expertise on your team
- Review additional Office Hours
- Get coaching and support to understand your risk factors and how to mitigate them

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Homework / Exercise

- Get an umpire on your team ...
 - Someone who cares enough to give you more than just encouragement
 - Someone who doesn't want a lot of your money, but rather makes recommendations based on your financial resources



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Related Office Hours

- 30 – Nail it, then Scale it!
- 37 – Your Business Complexity Profile
- 44 – Blue Ocean Strategy
- 61 – The E-Myth
- 94 – The Lean Startup Methodology



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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: Apr. 11th

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com



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