

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
Get Clear and Stay Focused!

so they can **Grow Faster** 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
- Best question or comment wins!

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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:

Systems that Make You Money!

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The Key Performance Areas



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The Key Performance Areas



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The Key Performance Areas



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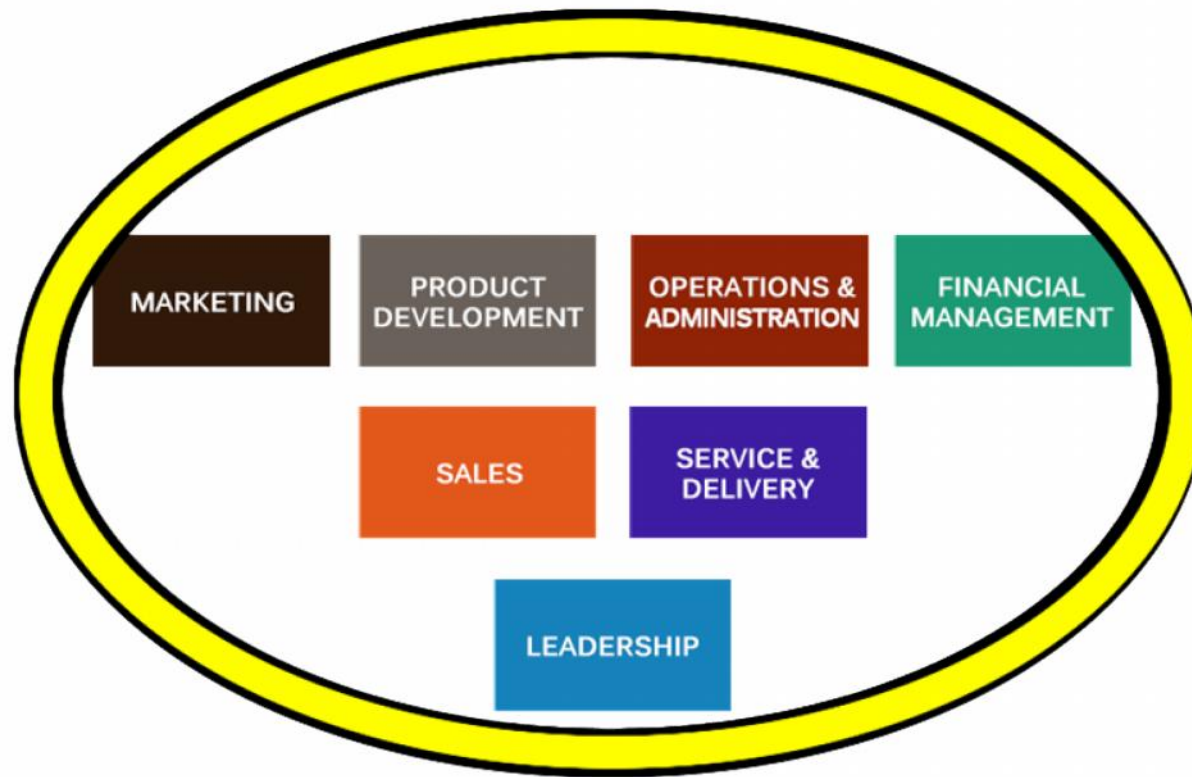
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The Key Performance Areas



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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
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The Awakened CEO System

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Agenda

- Definitions
- Systems Theory
- Systems Engineering
- Business Process Reengineering
- Systems Management
- Bottom line

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Definitions

- Policies: formally accepted / required behaviors
- Procedures: an official way of doing something
- Program: a planned series of events
- System: A connected set of things forming a complex whole
- Or: an organized method of getting something done

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Systems Theory

- Descriptive
- Define the components
- Describe the components
- Describe the interaction of the components
- Describe how the system changes over time

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Examples

- Ecosystems
- Weather systems
- Economic systems
- Political systems
- Investment systems

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Value

- Knowledge is power
- When we understand how the system works, we can:
 - Predict the future
 - Influence or impact the dynamics of the system and the outcomes

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Business Examples

- Google's page ranking system
- Airline and hotel pricing systems
- Distribution systems
- Business models
- Lean Startup Methodology
- Countless other systems to create products and manage the business

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Systems Engineering

- Creative (not descriptive)
- Define desired outcomes
- Break the job into component parts
- Describe the interaction of the components
- Sequence the components
- Develop the system
- Test and implement the system

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Value

- Improved productivity
- Greater efficiency
- Better alignment of resources
- Goal achievement
- Increased profitability

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Examples

- Lead Generation systems
- Sales systems
- Accounting systems
- Opportunity Tracking systems
- Manufacturing systems
- Information systems

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Approaches

- Waterfall approach
- Iterative approach

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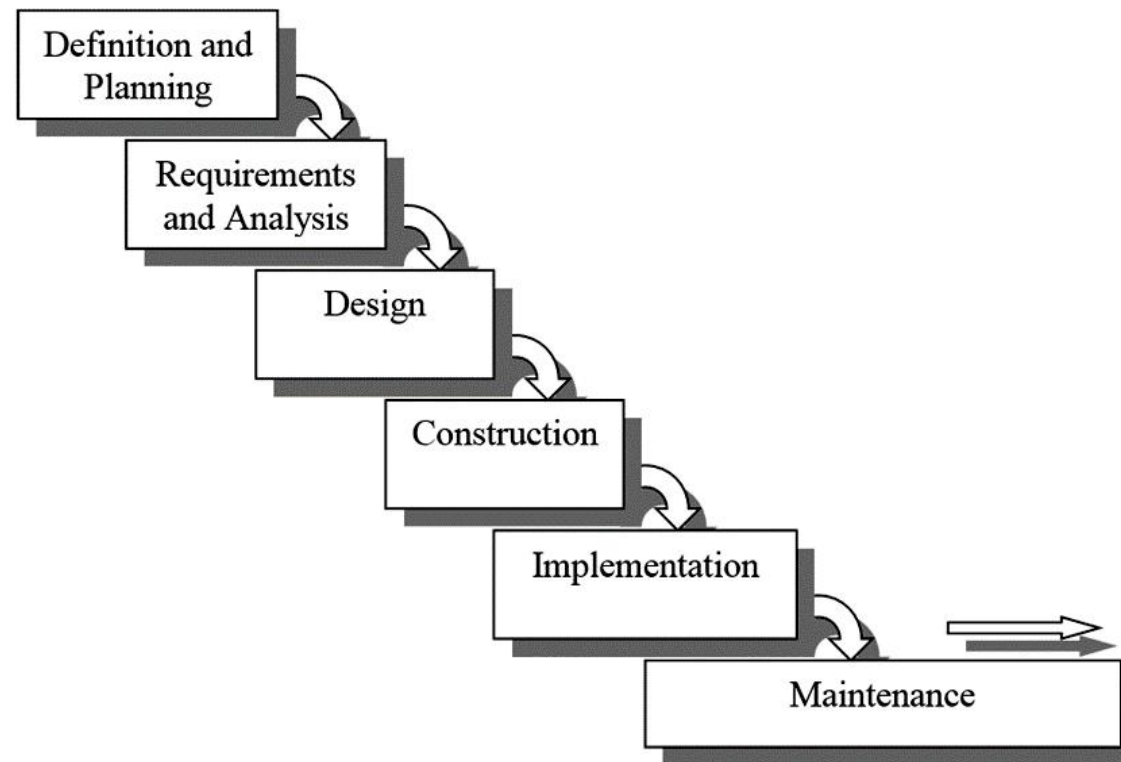
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The Waterfall Approach



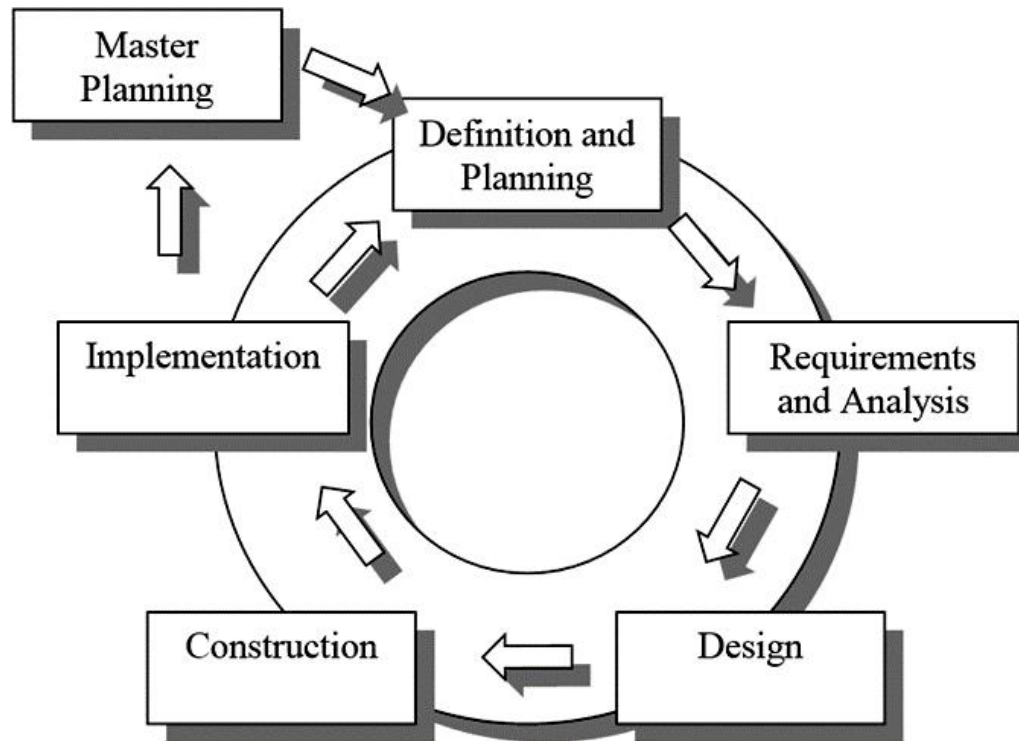
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The Iterative Approach



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Methodologies

- “Next Step” engineering
- “Outcomes and Requirements” engineering

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Next Step Methodology

- What do we need to do first?
- What do we need to get in order to do that?
- What do we need to get and do after that?
- Forward planning

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Outcomes and Requirements Methodology

- Define the Outcomes
- Verbs: what do we have to do to get the outcome?
- Nouns: what do we have to have in order to do what we need to do?
- Backward planning

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Event Planning Example

- Hold a three day event
- Get decorations, handouts, and AV
- Complete the presentation materials
- Invite people and sell seats
- Create and send out invitations
- Create a detailed plan
- Secure a location

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Event Planning Example

- Tear down and debrief
- Hold our three day event
- Get decorations, handouts, and AV
- Complete the presentation materials
- Invite people and sell seats
- Create and send out invitations
- Create a detailed plan
- Secure a location

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In Practice, Do Both!

- Ask “What do I need to have and do before I can do this?”
- Ask “What to I need to do after that?”
- Go back and forth until you are satisfied that you have a great plan in place

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Business Process Reengineering

- Combination of Systems Theory and Systems Engineering
- First, we examine, document, and understand the current system
- Then, we redesign it – usually by tweaking it in some way, but sometimes by throwing it away and starting over
- Very common in business

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Systems Management

- Law of Systems:
- Constant monitoring and frequent adjustments and course corrections are necessary to keep things running smoothly
- Without competent management, things will naturally go off course, off track, and out of tolerance

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Systems Management

- Measure and manage the performance of each component for:
 - Quality
 - Efficiency
- Optimize the overall system
- “The Goal”

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Systems that Make You Money

- Productivity / Time Management Systems
- Lead generation systems
- Sales systems
- Delivery systems
- Financial management systems
- Information management systems

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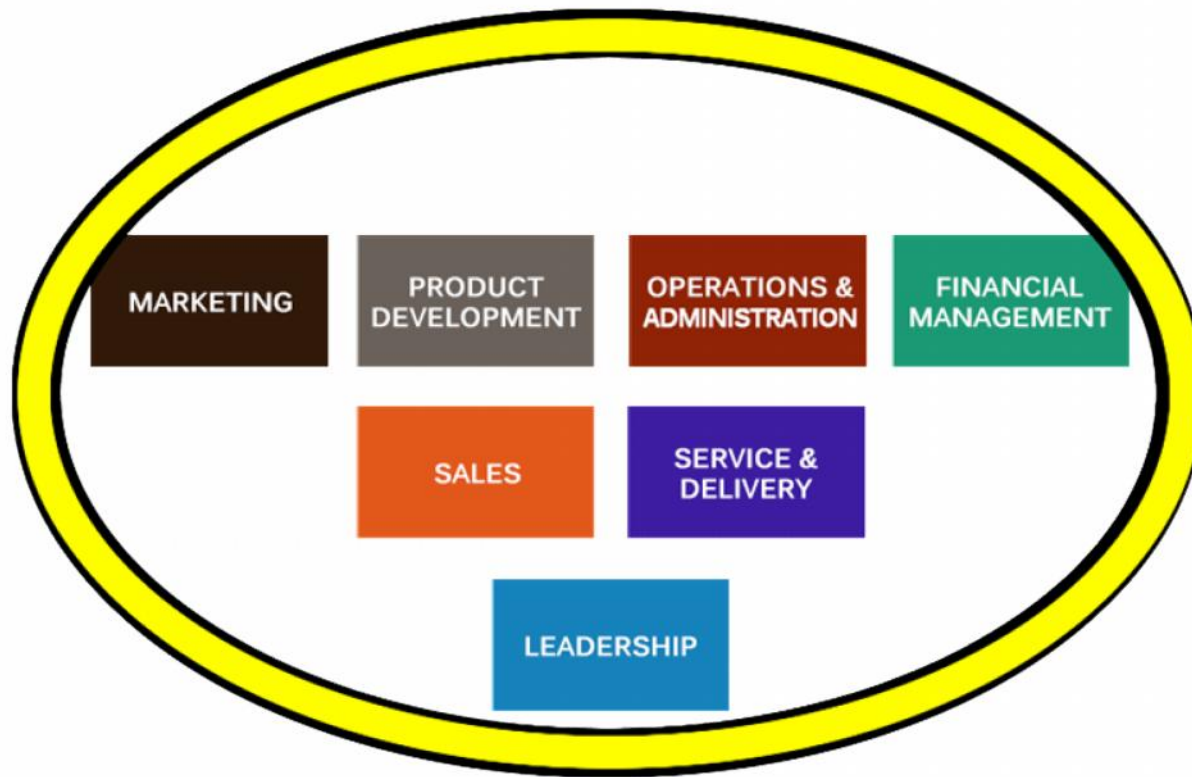
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The Key Performance Areas



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The Bottom Line

- Studying systems enables us to interact with and predict the impact of systems
- Designing systems effectively can pay off big time in productivity and efficiency
- Managing systems and improving them over time is the key to getting long term value
- Get help if you are not an expert!

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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
Mindset			
Methods			
Momentum			

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Mindset

- Understand the benefits of systems in every area of life
- Believe that you can design, implement, and manage systems effectively

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	★
Methods	★	★	★
Momentum			

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Methods

- Study the systems with which you must interact
- Study the waterfall and iterative approaches to designing systems
- Use both the Next Step and Outcomes and Requirements methodologies
- Work with experienced professionals when appropriate

	Business Growth	Professional Growth	Personal Growth
Mindset	★	★	★
Methods	★	★	★
Momentum			

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Homework / Exercise

- Make a list of the systems you interact with and study the most important ones
- Look at your operations and determine which ones of them could use a little systems engineering or business process reengineering

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Related Office Hours

- 43 – Improving Your Sales Results
- 48 – Excellence in Project Management
- 49 – Excellence in Operations Management
- 70 – The Goal
- 100 – Getting Stuff Done
- 130 – The Art of Profitability
- 131 – The Art of Profitability II

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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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Our Support Systems

- Business Growth
- Personal Growth
- **The Awakened CEO System
for Integrated Growth**

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The Awakened CEO System

	Business Growth	Professional Growth	Personal Growth
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The Awakened CEO System

- Get Clear, Stay Focused, and Grow Faster you can make more money
- Become a More Powerful Leader and Make Better Decisions, so you can keep more of the money you make
- Gain Wisdom and Grow Stronger, so you can enjoy greater peace and harmony in your life

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Join Me for An Awakened Conversation

- Next one: November 9th “The Ten Essential Elements of Personal Power”
- Group coaching and mastermind groups are coming too!
- Watch your emails for announcements!

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Next Office Hours: Nov. 14th

- 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
- **Best question or comment wins!**
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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