



Office Hours



Welcome to Office Hours

- A relaxed, informal, free mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online, along with some previous week's recordings
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner is a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



Agenda

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



Today's Topic:

Increasing Your Success!

The Four HUGE Challenges
Business Owners Face



The Key Performance Areas



The Key Performance Areas



The Four Challenges

- Rightsizing the Business
- Education and Training
- Top-Level Mentorship
- The Inner Journey of Business



Rightsizing the Business

- Every business has a different Business Complexity Profile
- Every business owner has a different skillset, mindset, and foundation of experience
- Matching them is tough, and something almost no one attempts to do!
- I call this “The Paradox of Massive Encouragement”



Rightsizing

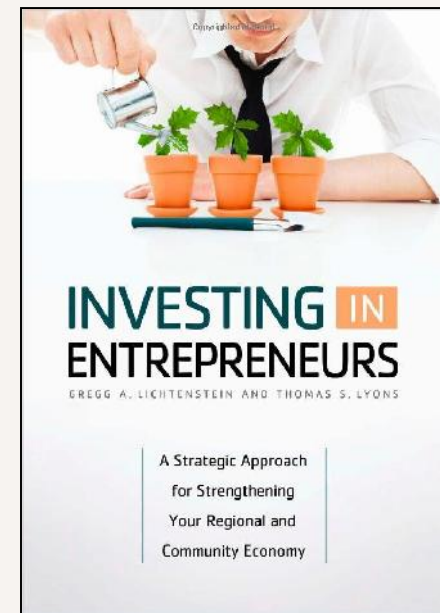
- Everyone deserves “a winnable game worth playing”
- I almost never see someone try to start a business that is too simple
- It is almost always a big stretch
- And sometimes it’s like leaping from a plane without a parachute!



Rightsizing in Practice

- *Investing In Entrepreneurs
- A Strategic Approach for Strengthening Your
Regional and Community Economy*

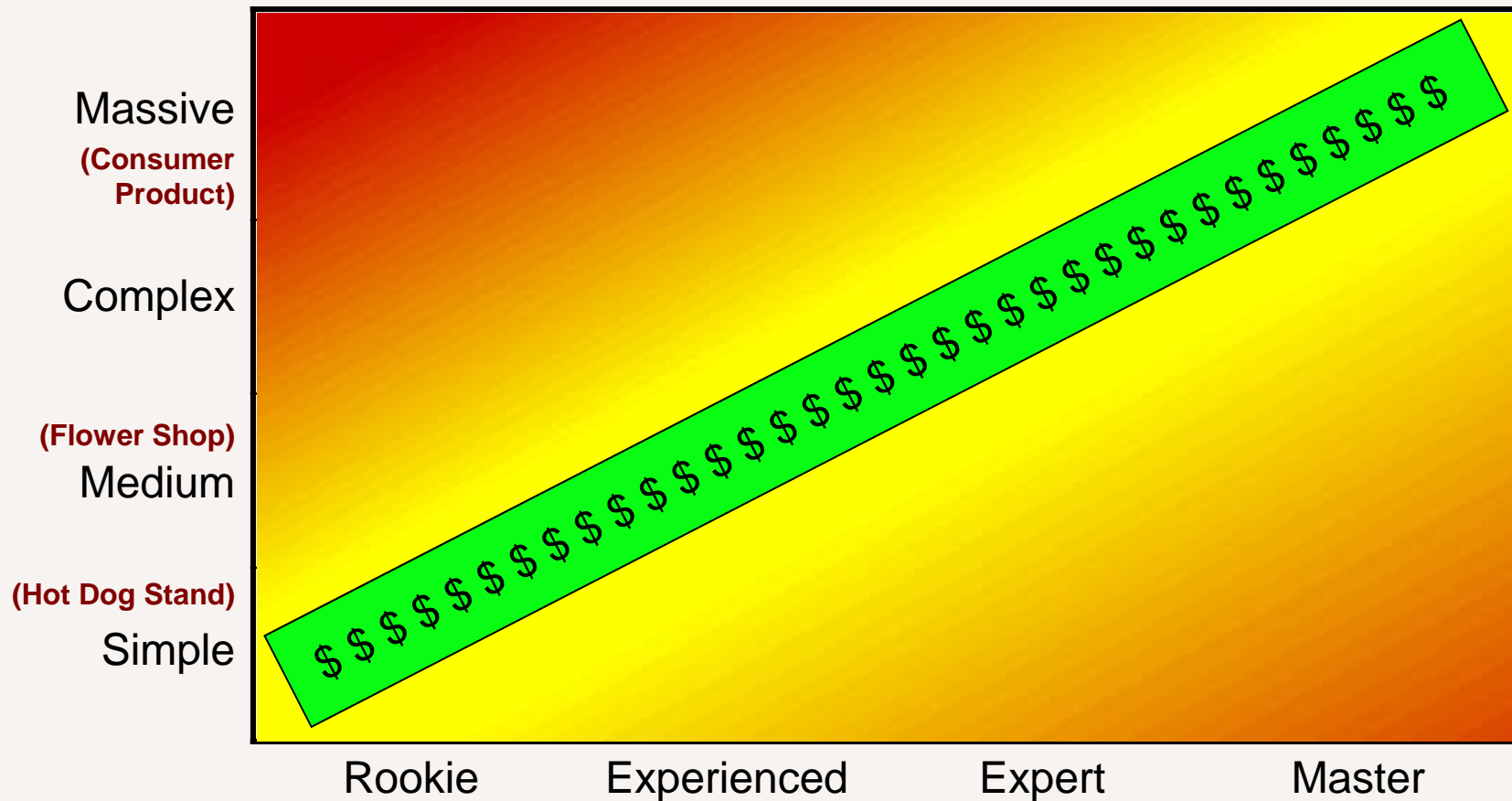
by Gregg Lichtenstein, PhD
and Tom Lyons, PhD
(2010)



Business Complexity Profiles™

	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
Gov. 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

Business Complexity and Entrepreneurial Experience



Rightsizing

- Important at the start, and at other times, too
- Explosive growth
- Turn-around situations

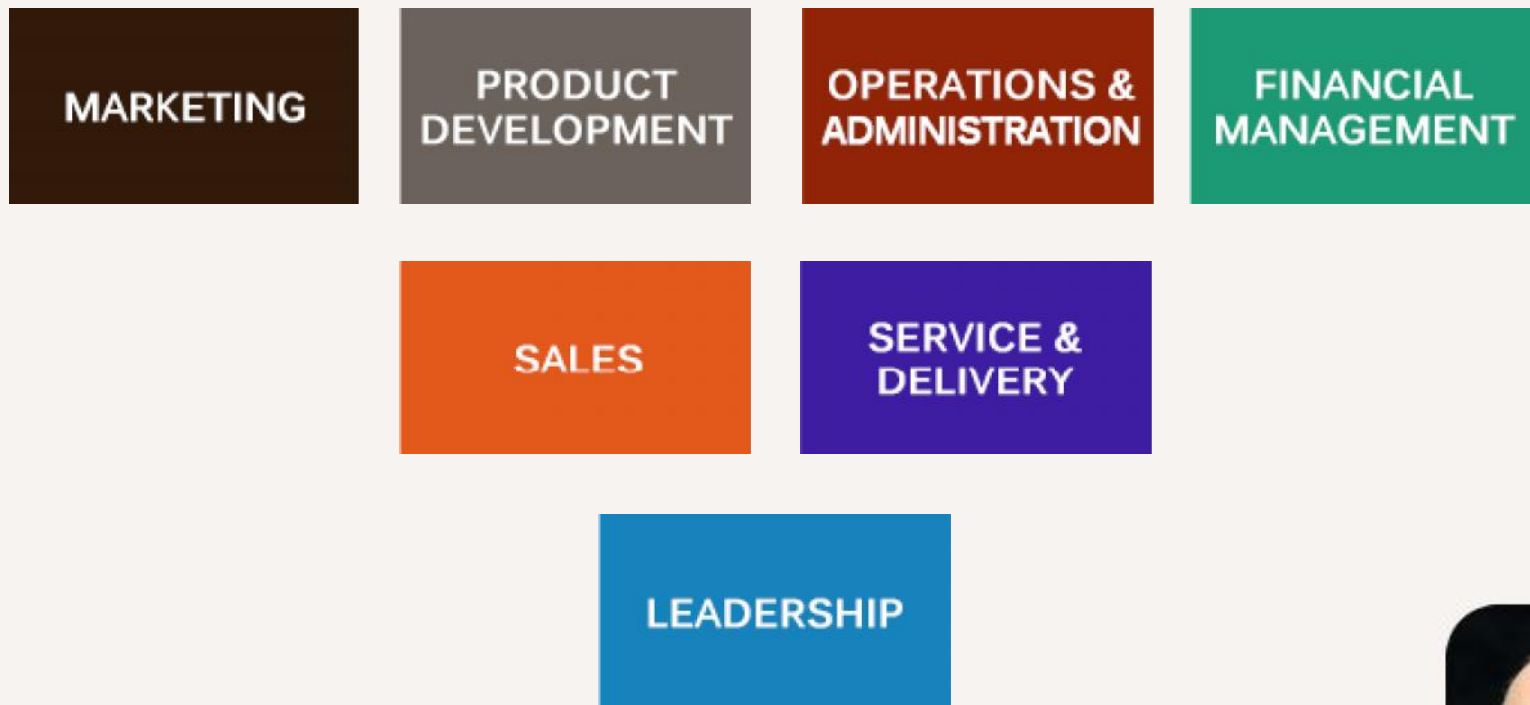


The Four Challenges

- Rightsizing the Business
- **Education and Training**
- Top-Level Mentorship
- The Inner Journey of Business



The Key Performance Areas



Education and Training

- Almost every business owner takes the job without knowing what the job is
- College and corporate experience is poor preparation
- Very few foundational training programs
- New owners “don’t know what they don’t know” – and they struggle to survive while they learn it by trial and error
- Errors often cost \$5,000 or more



The Four Challenges

- Rightsizing the Business
- Education and Training
- **Top-Level Mentorship**
- The Inner Journey of Business



Top-Level Mentorship

- We don't use the Master – Apprentice model much anymore
- Most business owners never get top-level mentorship
- They get people eager to sell them a piece of the puzzle and a part of the solution, with little regard for the big picture
- They don't have (much) skin in the game



Exceptions

- Buying a business
- Franchises
- The Lean Startup Methodology
- When investors take an operational interest
- Accelerators and incubators
- Micro-loan programs in developing countries
- When you get a mentor as a partner



The Four Challenges

- Rightsizing the Business
- Education and Training
- Top-Level Mentorship
- **The Inner Journey of Business**



The Inner Journey of Business

- It's about maintaining focus and overcoming your fears
- Rolling with the punches
- Managing stress
- Sucking it up!
- Letting it go
- Learning the lesson



The Four Challenges

- Rightsizing the Business
- Education and Training
- Top-Level Mentorship
- The Inner Journey of Business



Homework / Exercise

- Rightsize your business to be within your capabilities
- Understand the job you are creating
- Get the training you need to avoid mistakes that will slow you down or shut you down
- Get top level mentoring
- Develop your tactics for managing
The Inner Journey of Business



Open Q & A – in a minute

- Comments and questions on the topic of the day
- 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



My Programs

- Consulting / Coaching Services
- Library / Membership Program
- Beyond Business Survival

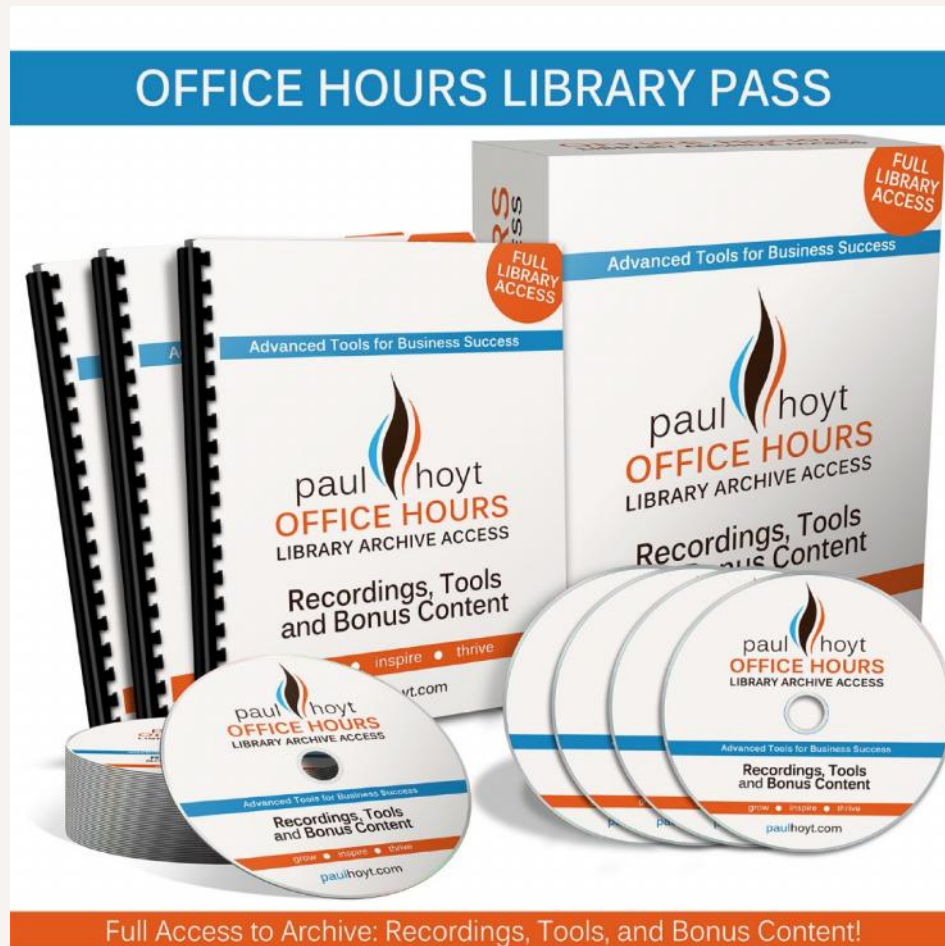


Services

- Immediately available for private mentoring, strategic plans, business plans, and financial models
- Programs start at \$200



Paul Hoyt Library Membership



Paul Hoyt Library

- All Office Hours recordings
- Dozens of business document templates, spreadsheets, processes, agreements, etc.
- Bonus inspirational messages
- I'm adding to it every week



Paul Hoyt Library

- Three pricing options:
- **Lifetime:** \$279 one time payment
- **Annual:** \$79 / year
- **Monthly:** \$9.38 / month



Beyond Business Survival

- Critical small business owner training
- “What you need to know when you’re the CEO”
- If you don’t get the training you need, you will make a lot of critical mistakes that will **slow you down** or **shut you down!**
- This program can save you \$10,000, \$20,000, \$50,000 or more!



Beyond Business Survival

- Self-paced, on-demand learning program
- Audio with complete transcripts
- Dozens of critical success principles
- **Only \$497**
- **Bonus:** includes a **lifetime membership** in the Paul Hoyt Library! (**\$279 value!**)



Join Me!

- Connect with me on Facebook
 - Get your Energy of the Day!



Next Monday

- Topic is: The Art and Science of Writing Business Plans
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





Office Hours

