



# Office Hours



# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



# The Reasons

- Being a successful small business owner can be 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



# Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”



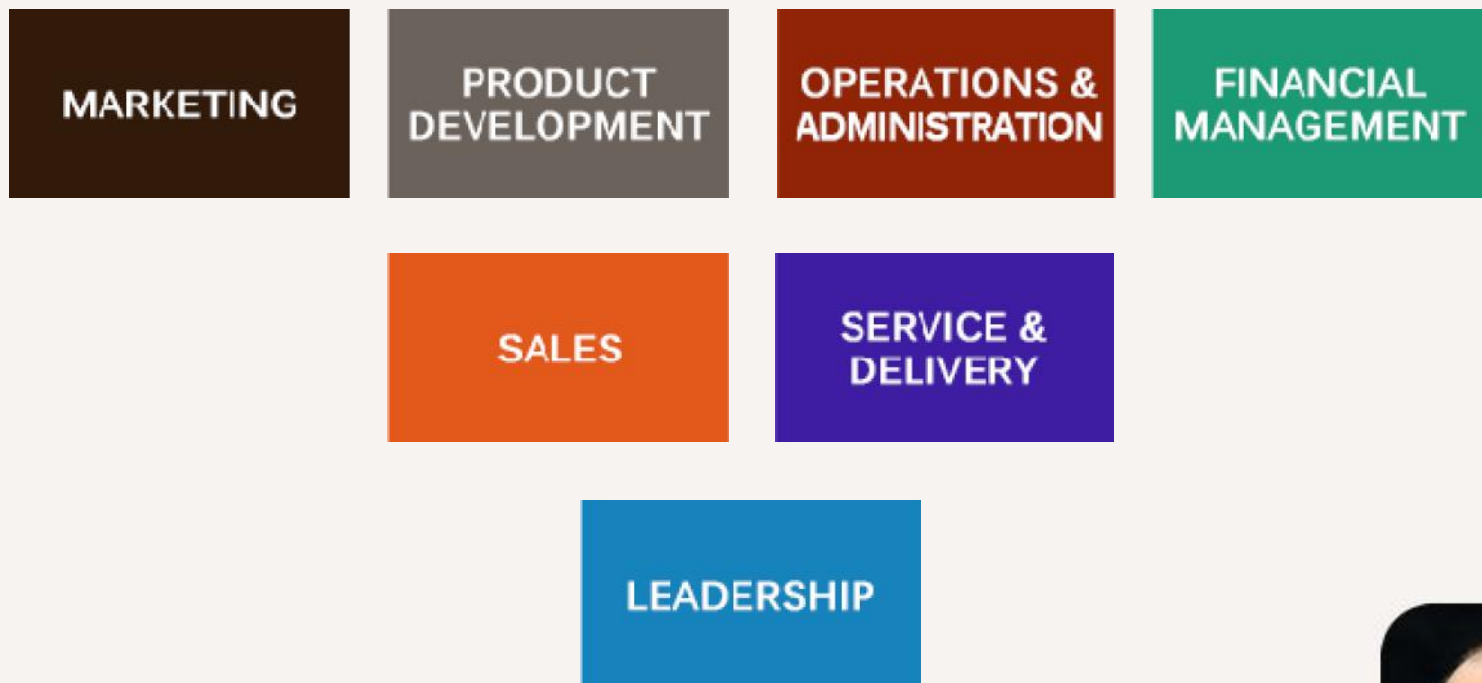
Today's Topic:

The Puzzle of Business and

The Four Pillars of Business  
Support



# The Key Performance Areas

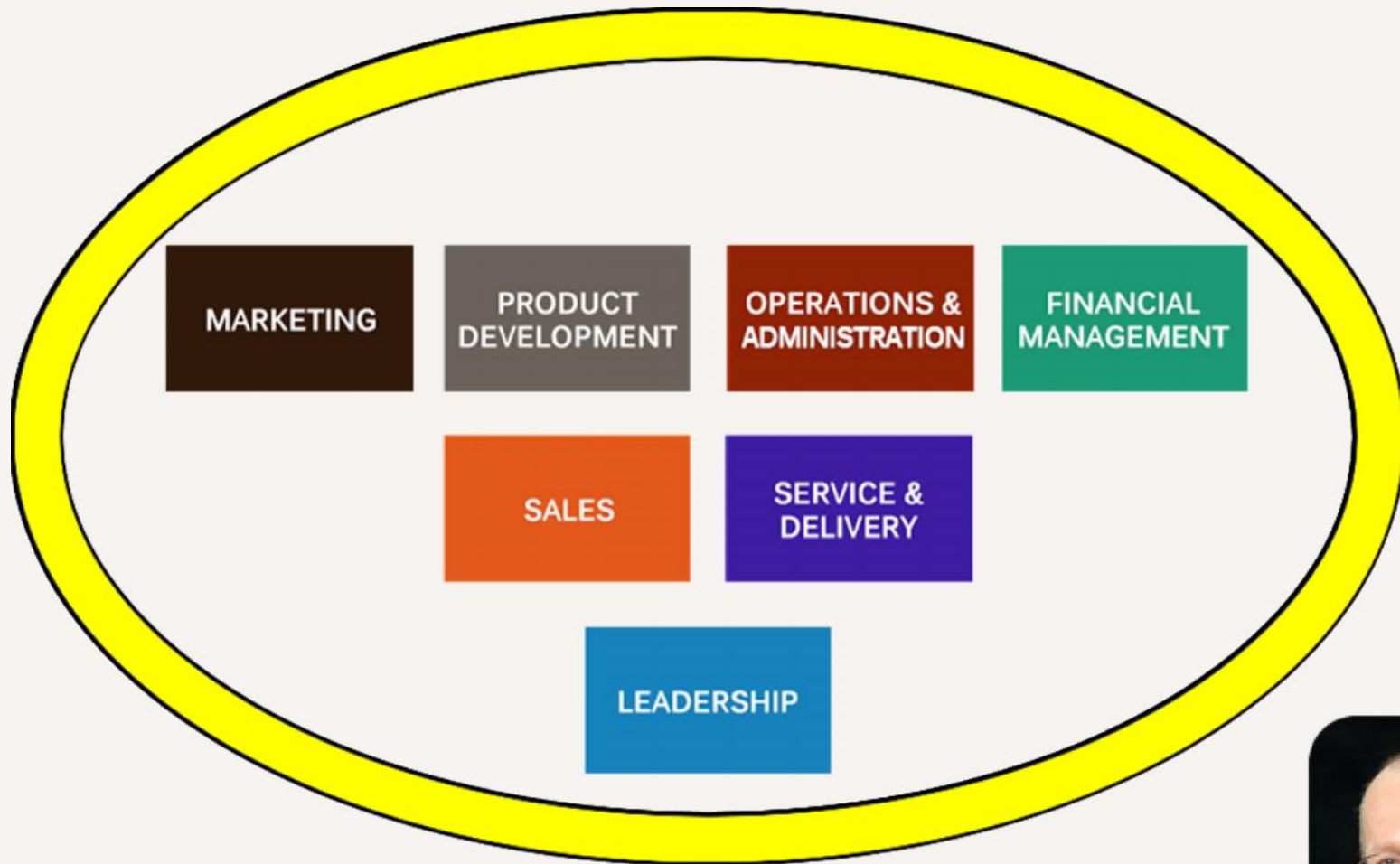


# The Key Performance Areas





# The Key Performance Areas



# Agenda

- The Business Puzzle
- The Four Pillars of Business Support
- Examples
- The Bottom Line



# The Challenge

- The Seven Key Performance Areas of Business
- Business Foundation Profile
- Business Complexity Profile



# 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
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

# The Puzzle of Business



# The Puzzle of Business



# The Puzzle of Business



# The Puzzle of Business





# The Puzzle of Business



# The Puzzle of Business

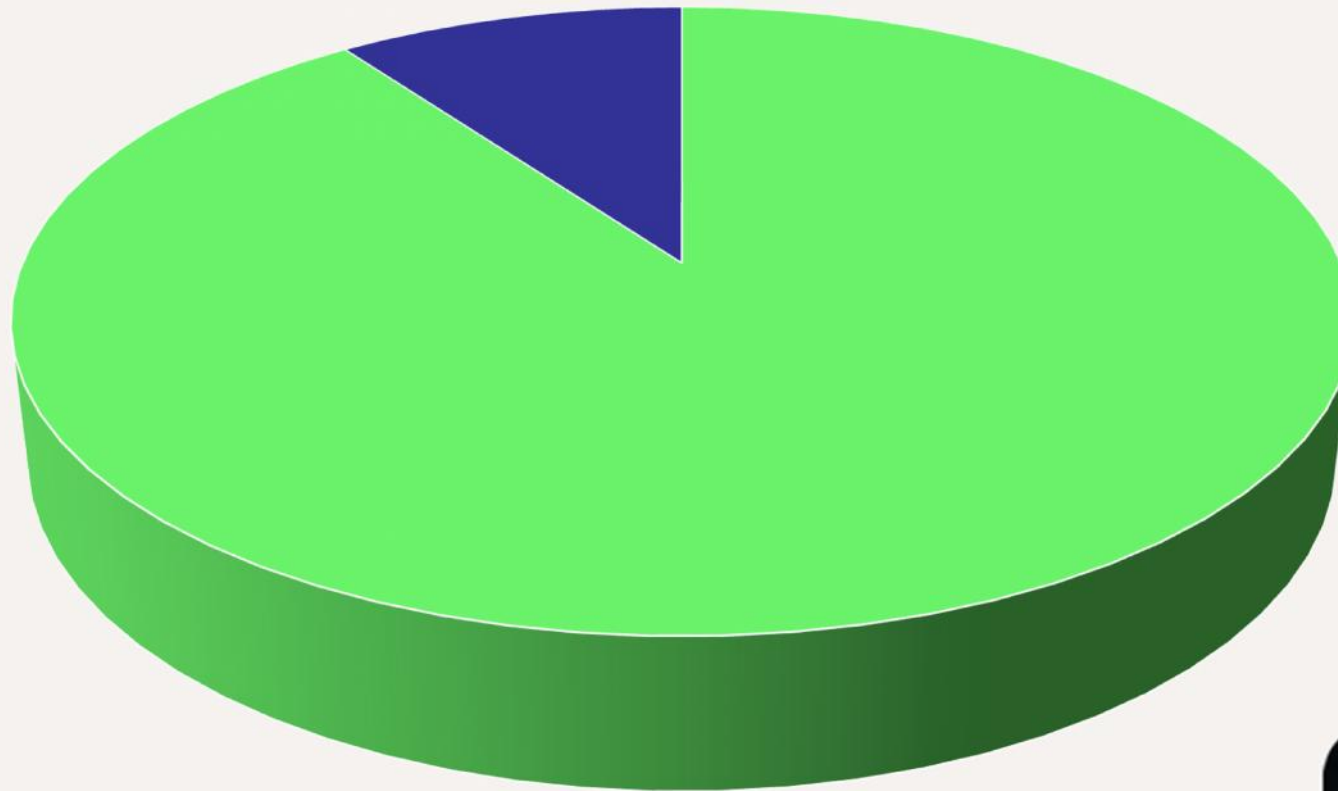


# Solving the Puzzle

- See the big picture. Have a clear vision for what you want to accomplish.
- Turn over the pieces
- The bigger the puzzle – the more complex the business is – the more important it is to think it through



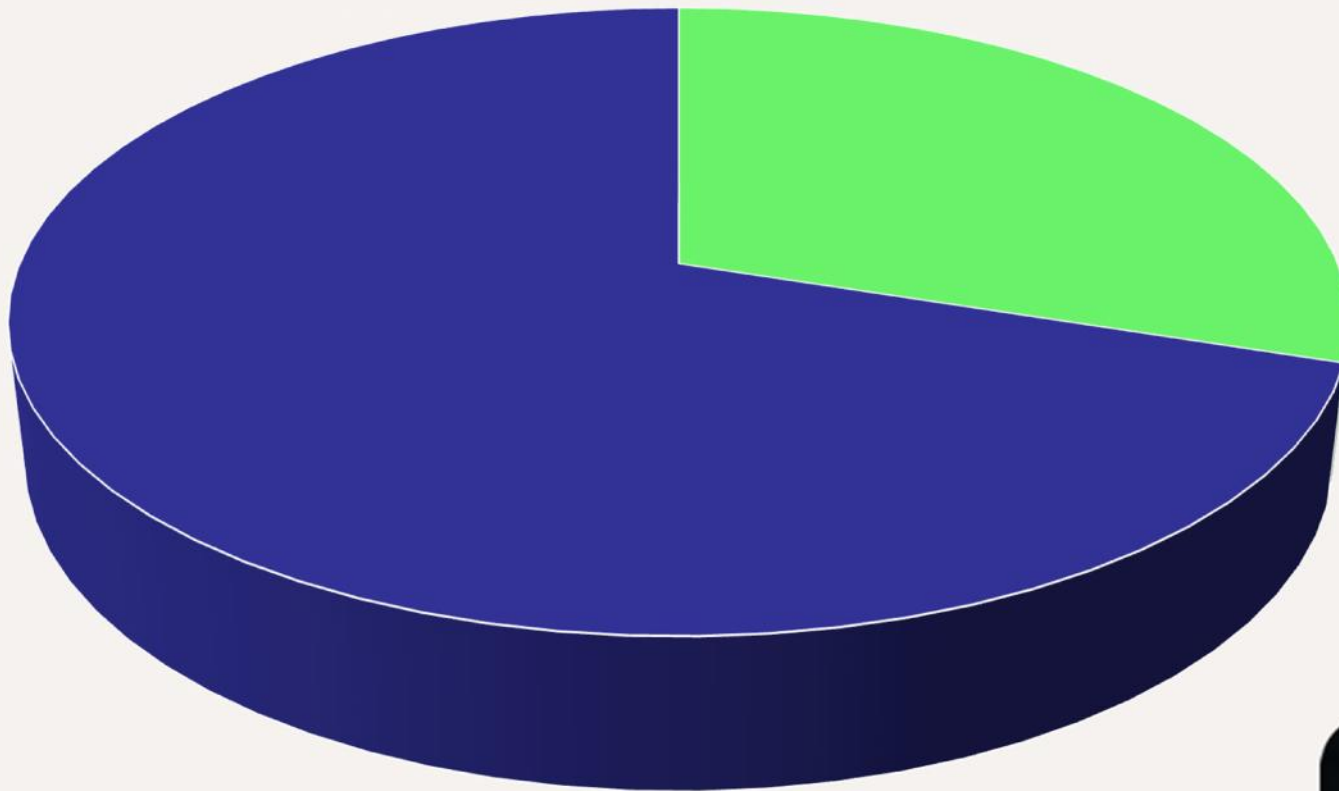
# What You Think the Job Is



■ What I Love To Do ■ Other Stuff



# What the Job Really Is



■ What I Love to Do ■ Other Stuff



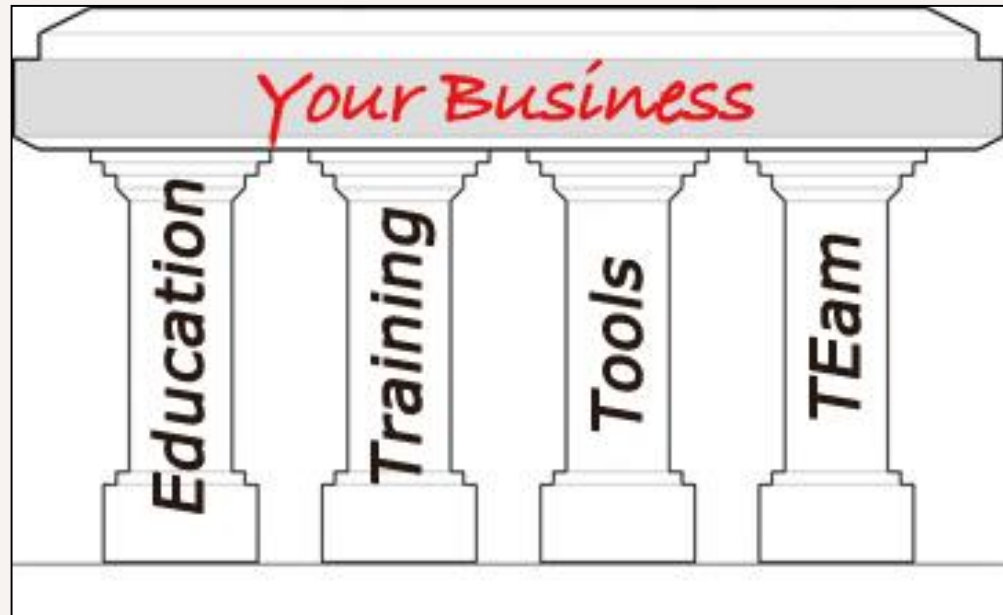
# Solving the Puzzle

- Sequencing is the key!
- The Challenge is in putting together the puzzle for:
  - Survivability
  - Profitability
  - Sustainability
  - Scalability
- Learning what you need to learn so you can do what you need to do is essential



# The Pillars of Business Support

- Education
- Training
- Tools
- Team



# Education

- Fundamental Business Concepts
- Business Success Principles
- Examples:
  - Employment Law
  - Business Law
  - Accounting Principles
  - Competitive Strategies





# Training

- The “How To”
- Step by Step instructions
- Self-paced, virtual, instructor led
- Examples:
  - Sales Training
  - Payroll Processing Training
  - Interview Training
  - Project Management Training
  - Food Handling Training



# Tools

- Software, Hardware, and Systems that increase productivity
- Examples:
  - Desktops, Laptops, Tablets and Smartphones
  - QuickBooks
  - Google
  - Word, Excel, Powerpoint
- Often require a lot of training



# Team

- Office Hours 15 – Massive Support
- Dimensions:
  - Functional Responsibilities
  - Mindset
  - Experience
  - Legal Relationship
  - Commitment
  - Tour of Duty
  - Level in the Organization
  - Size of Group



# Solving the Puzzle

Lead	Mktg	Sales	Fin	Ops	Prod	Svc
Ed	Ed	Ed	Ed	Ed	Ed	Ed
Trng	Trng	Trng	Trng	Trng	Trng	Trng
Tools	Tools	Tools	Tools	Tools	Tools	Tools
Team	Team	Team	Team	Team	Team	Team



# Sales

- Education:
  - Sales cycles and processes
  - Sales mindsets
- Training:
  - Writing effective scripts
  - Pipeline management techniques
- Tools
  - Lead tracking systems, CRM systems
- Team:
  - Sales trainer and coach



# Leadership

- Education:
  - Business models
  - Business success principles
- Training:
  - Recruiting, hiring, managing employees
  - Relationship skills, mindset skills
- Tools
  - KPI, Dashboard systems
- Team:
  - CEO Coach



# The Bottom Line

- Every business is a puzzle
- Every puzzle is different
- The Four Pillars of Business Support help you put together your puzzle
- The trick is seeing all of the pieces, and putting them together in an efficient sequence
- You can't put all of them in at once



# Agenda

- The Business Puzzle
- The Four Pillars of Business Support
- Examples
- The Bottom Line





# Homework / Exercise

- Think about your missing pieces and the sequence with which you should put them in
- Focus on the Four Pillars across all Seven KPAs
- If you need help or support, get a CEO coach



# 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 Approach

- I love being a CEO Coach! – (and a Puzzle Master!)
- I am passionate about getting you the support you need to make amazing progress in the next 90 days
- And provide the fundamental training that you need to avoid huge mistakes that will slow you down or shut you down over the long haul



# Call for Free 30 minute Strategy / Problem Solving Session!

- Agenda
  - Check in with your status
  - Solve a problem or choose a course of action
  - See if I can support you in some other way



# Next Office Hours: July 14th

- Topic is: The Puzzle of Business II
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://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](http://www.PaulsSurvey.com)

Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)

call or text: 415.997.8001

[www.SchedulePaul.com](http://www.SchedulePaul.com)





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