



# 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 Education, Training, Tools, and Team to be successful
- 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”



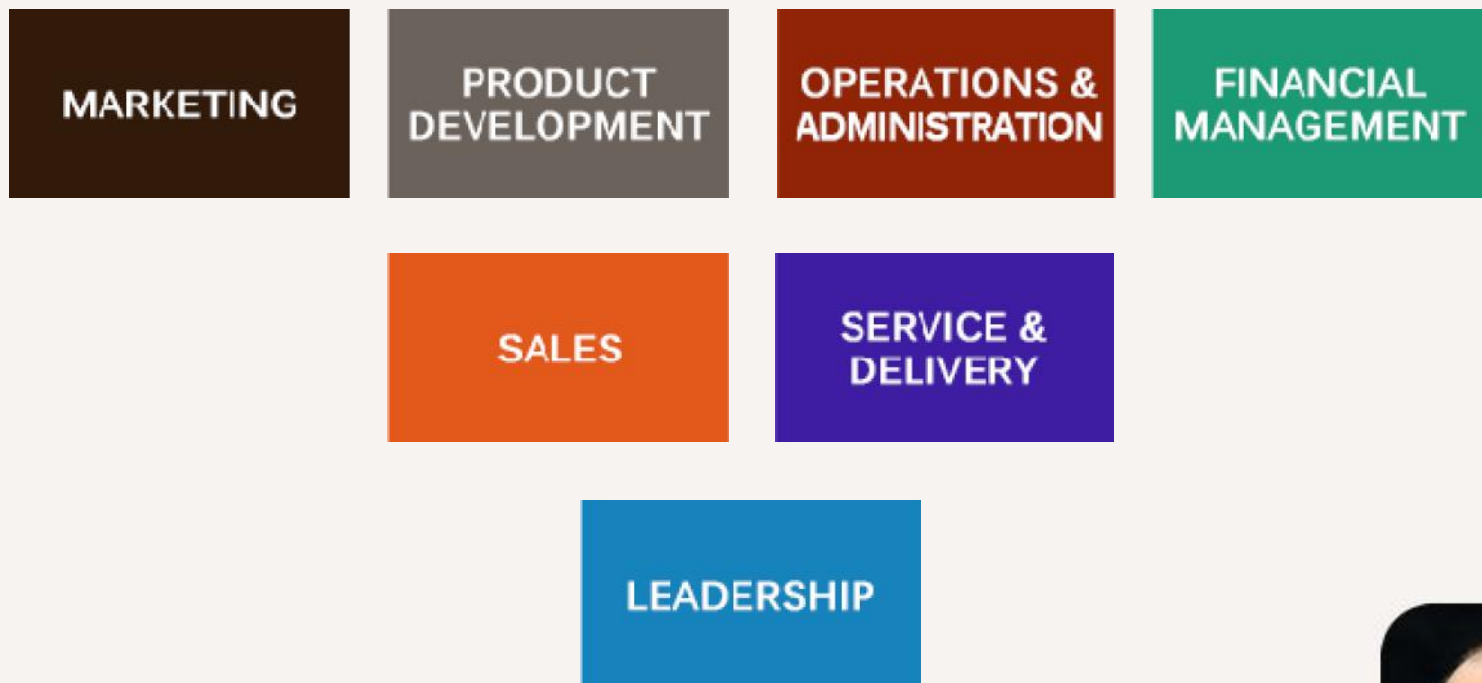
Today's Topic:

The Puzzle of Business II -

The Power of Knowing Your  
Unknowns



# The Key Performance Areas



# The Key Performance Areas





# Agenda

- The Puzzle of Business
- The Unknowns
- Further Complications
- The Bottom Line



# An Easy Project

- Picture of finished product
- Complete plans and instructions
- Parts and tools readily available
- Only a few simple steps
- Lots of experience



# Some Startups

- NO picture of finished product
- NO plans and instructions
- NO parts and tools
- NO idea how many steps or the sequence
- NO experience



# The Puzzle of Business



# The Puzzle of Business

- Like most puzzles
  - Helpful to see the picture
- But unique
  - Pieces vary in size and complexity
  - Sequence matters – a lot!
  - The picture is constantly changing
  - The puzzle is never complete
  - Lots of unknowns!



# The Unknowns

Let's pretend you just walked in my door...

- Business Unknowns
- External Unknowns
- Team Unknowns
- Match Unknowns
- Time and Resources Unknowns





# Business Unknowns

- The Vision
- The Business Model
  - Products, services, markets, pricing
- The Team
- The Progress
- The Resources
- The Long-term Goals
- The 90 Day Goals
- Financial Projections



# Eliminating the Unknowns

- Doesn't take that long to determine most of them
- Just a few hours at a high level
- Just a few weeks at a more detailed level
- Can take a long time to develop products and services
- Can take a very long time to gather necessary resources





# Tools

- The Business Clarity Questionnaire
- The Business Complexity Profile
- The Business Activity Profile
- Detailed Product Development Roadmap
- Strategic Plans and Tactical Plans
- Business Plans
- Financial Models



# External Unknowns

- The market
- The customer
- The competition
- The economic climate
- Other external factors:
  - Family, debt, etc.
- How the market will respond to the offerings



# Eliminating the Unknowns

- Market research
  - Can take weeks to truly understand the competitive environment
  - Can take months or longer to discover the market and determine how they respond to the offerings
- The Lean Startup Methodology
- Talk to the customer!



# Team Unknowns

- Education, skills, experience
- Relationship intelligence
- Anxieties, blocks, and triggers
- Ability to learn and grow
- Resourcefulness – ability to adapt and overcome
- Health and energy issues
- Level of effort and commitment
- Coachability



# Tools

- Business Clarity Questionnaire
- Business Survival Boot Camp
- Beyond Business Survival
- Personal interviews
- CEO Coaching

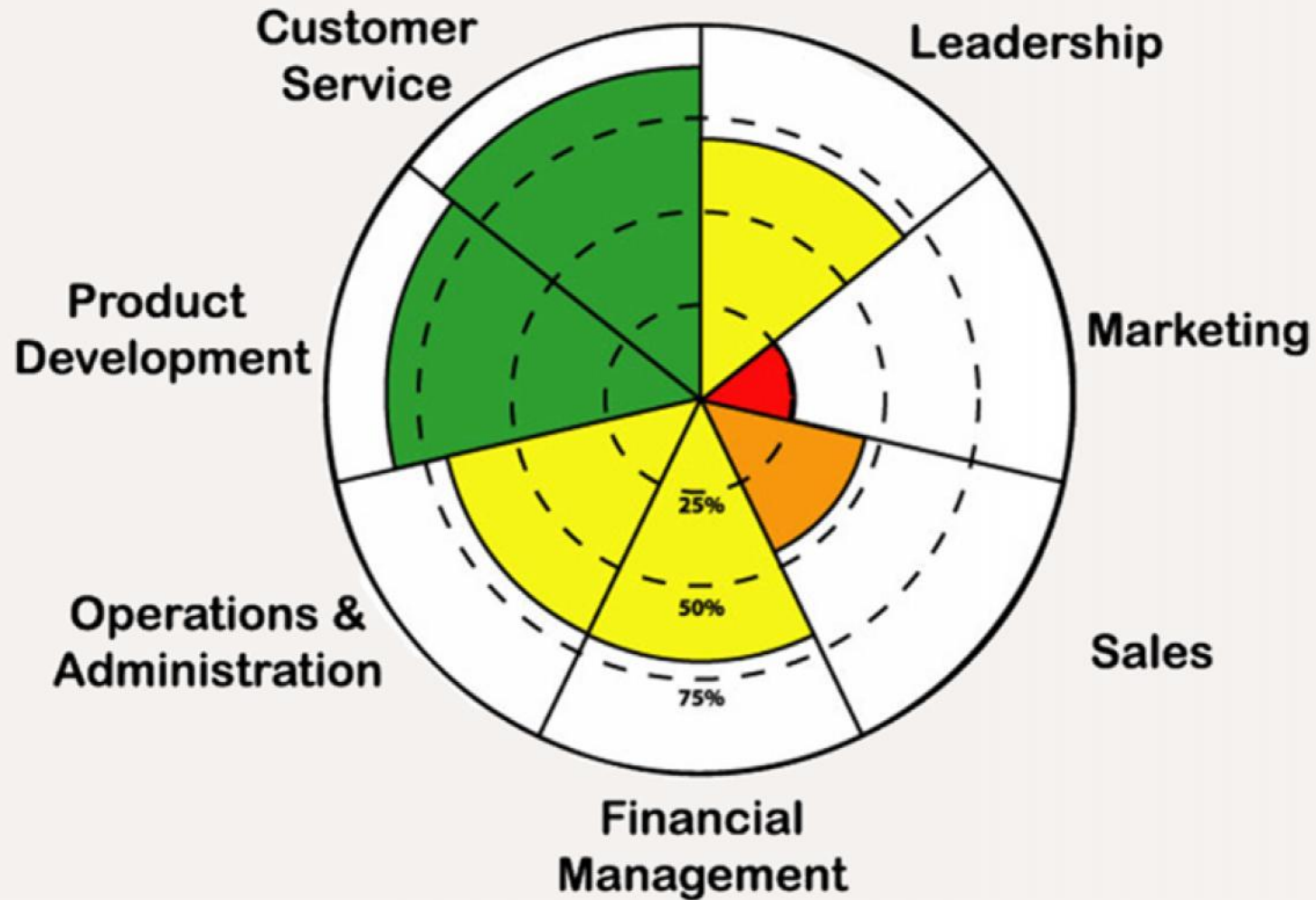


# Match Unknowns

- How the education, skills, and mindset of the team match up with the requirements of the business
- Performance and results are the best measuring sticks



# The Business Foundation Profile



# Time and Resources Unknowns

- Don't know how long it will take or how much it will cost to put some of the pieces in place
- Certainly don't know how long it will to reach financial stability





# Tools

- Strategic Plans
- Tactical Plans
- Financial Models
- Product Development Progress



# But Wait, There's More

- Most of these factors change constantly!
  - External Factors
  - Internal / Team Factors
- Many of the “knowns” are never really known!



# Tools

- Periodic reassessment through all of the tools mentioned before
- Implementing a culture of systematic checking in and replanning



# A Winnable Game

- Picture of finished product
- Complete plans and instructions
- Parts and tools readily available
- Only a few simple steps
- Lots of experience



# The High Probability Approach

- Be courageously honest!
- Eliminate as many unknowns as you can, as quickly as you can
- Simplify the business. Reduce the Complexity. Focus.
- Define your goals and pursue them with great passion
- Get training, education, tools, & team
- Replan, reassess periodically



# The Bottom Line

- Every business is a puzzle
- Every puzzle is different
- Every business has many Unknowns
- Most things change over time
  - Some a little, some a lot
  - Some quickly, some slowly
- By knowing your unknowns and resolving them, you can dramatically improve your results!



# Agenda

- The Puzzle of Business
- The Unknowns
- The Dynamic Nature of Business
- The Bottom Line



# Homework / Exercise

- Think about your Unknowns and put a plan in place to eliminate them
- Complete your Courageously Honest Worksheet!
- Constantly reassess your business and adjust your plans
- Get a CEO coach to help – an outside perspective is essential





# 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!

- The value could be enormous!
- 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



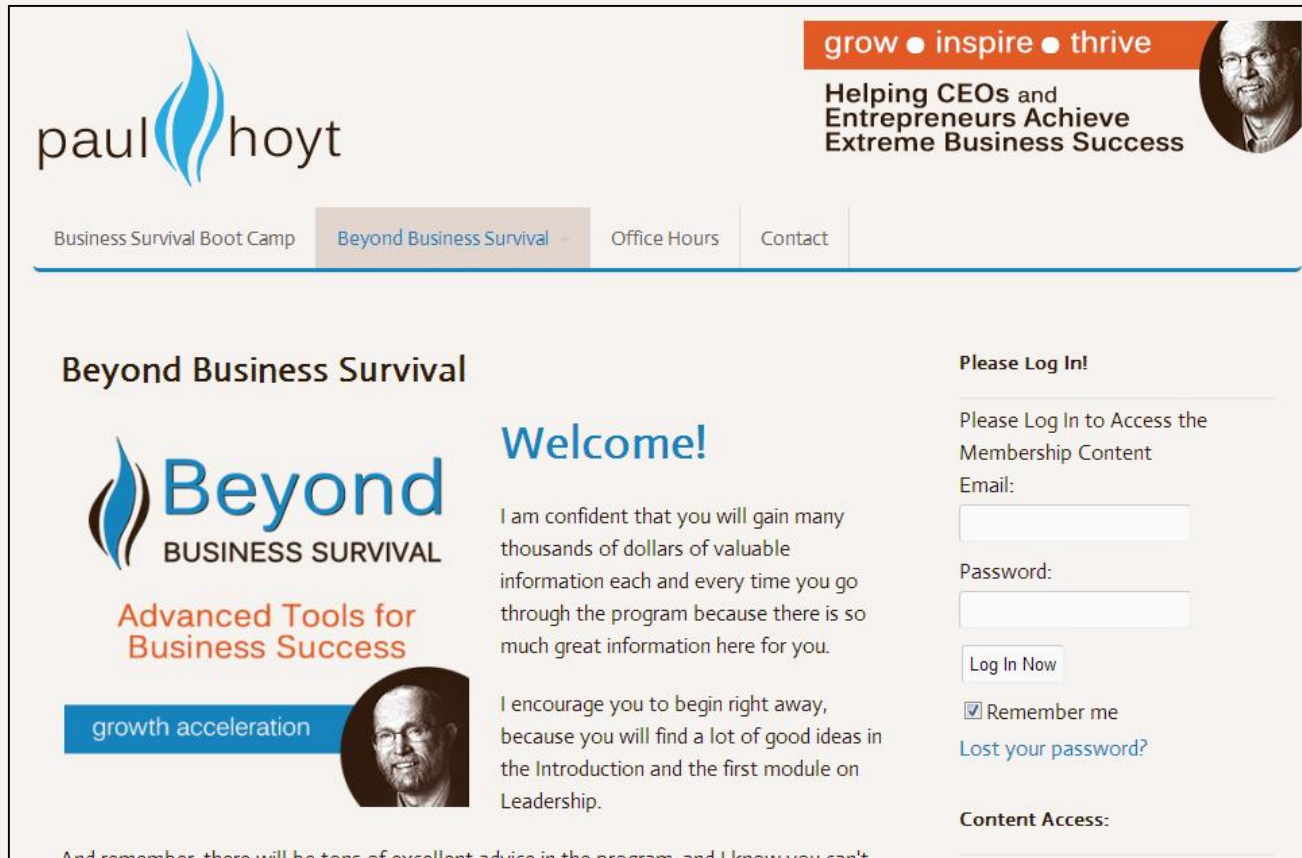
# Next Office Hours: July 21st

- Topic is: **TBD**
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!



# Accessing the OH Recordings

- [www.PaulHoyt.com/Tribe](http://www.PaulHoyt.com/Tribe)



The screenshot shows the Paul Hoyt website interface. At the top left is the Paul Hoyt logo. To the right is a navigation bar with links for 'Business Survival Boot Camp', 'Beyond Business Survival' (which is highlighted), 'Office Hours', and 'Contact'. A tagline reads 'grow • inspire • thrive' above the text 'Helping CEOs and Entrepreneurs Achieve Extreme Business Success' and a small portrait of Paul Hoyt. The main content area is titled 'Beyond Business Survival' and features a 'Welcome!' message. The message states: 'I am confident that you will gain many thousands of dollars of valuable information each and every time you go through the program because there is so much great information here for you.' Below this, it says: 'I encourage you to begin right away, because you will find a lot of good ideas in the Introduction and the first module on Leadership.' To the right of the main text is a 'Please Log In!' section with a form for 'Email:' and 'Password:', a 'Log In Now' button, a 'Remember me' checkbox, and a link for 'Lost your password?'. Below the login form is a 'Content Access:' section. At the bottom of the page, there is a blue banner with the text 'And remember, there will be tons of excellent advice in the program, and I know you can't'.



# Accessing the OH Recordings

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The main content area is titled "Beyond Business Survival" and features a "Welcome!" message. The message includes a sub-header "Beyond BUSINESS SURVIVAL" and the text "Advanced Tools for Business Success". A blue box with the text "growth acceleration" and a photo of Paul Hoyt is also present. The main text of the welcome message reads: "I am confident that you will gain many thousands of dollars of valuable information each and every time you go through the program because there is so much great information here for you." Below this, it says: "I encourage you to begin right away because you will find a lot of good ideas in the Introduction and the first module on Leadership."

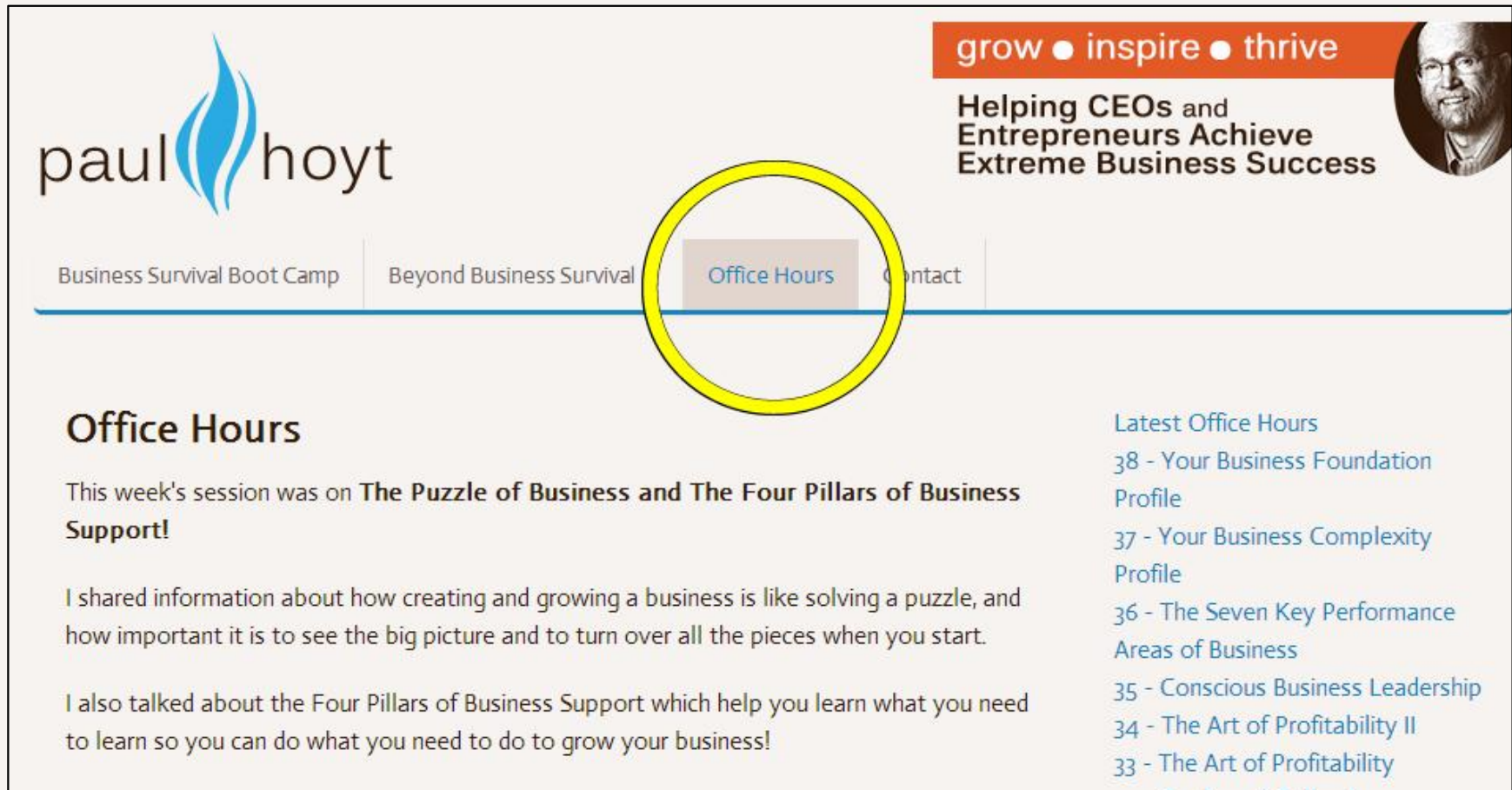
A yellow circle highlights a login form on the right side of the page. The form is titled "Please Log In!" and contains the following fields and options:

- Text: "Please Log In to Access the Membership Content"
- Label: "Email:"
- Input field for email
- Label: "Password:"
- Input field for password
- Button: "Log In Now"
- Checkbox: "Remember me" (checked)
- Text: "Lost your password?"
- Text: "Content Access:"

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**paul hoyt**

grow • inspire • thrive

Helping CEOs and Entrepreneurs Achieve Extreme Business Success

Business Survival Boot Camp | Beyond Business Survival | **Office Hours** | Contact

## Office Hours

This week's session was on **The Puzzle of Business and The Four Pillars of Business Support!**

I shared information about how creating and growing a business is like solving a puzzle, and how important it is to see the big picture and to turn over all the pieces when you start.

I also talked about the Four Pillars of Business Support which help you learn what you need to learn so you can do what you need to do to grow your business!

Latest Office Hours

- 38 - Your Business Foundation Profile
- 37 - Your Business Complexity Profile
- 36 - The Seven Key Performance Areas of Business
- 35 - Conscious Business Leadership
- 34 - The Art of Profitability II
- 33 - The Art of Profitability

# Accessing the OH Recordings

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- Latest Office Hours
- 38 - Your Business Foundation Profile
- 37 - Your Business Complexity Profile
- 36 - The Seven Key Performance Areas of Business
- 35 - Conscious Business Leadership
- 34 - The Art of Profitability
- 33 - ...



# 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)





# Office Hours

