



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”

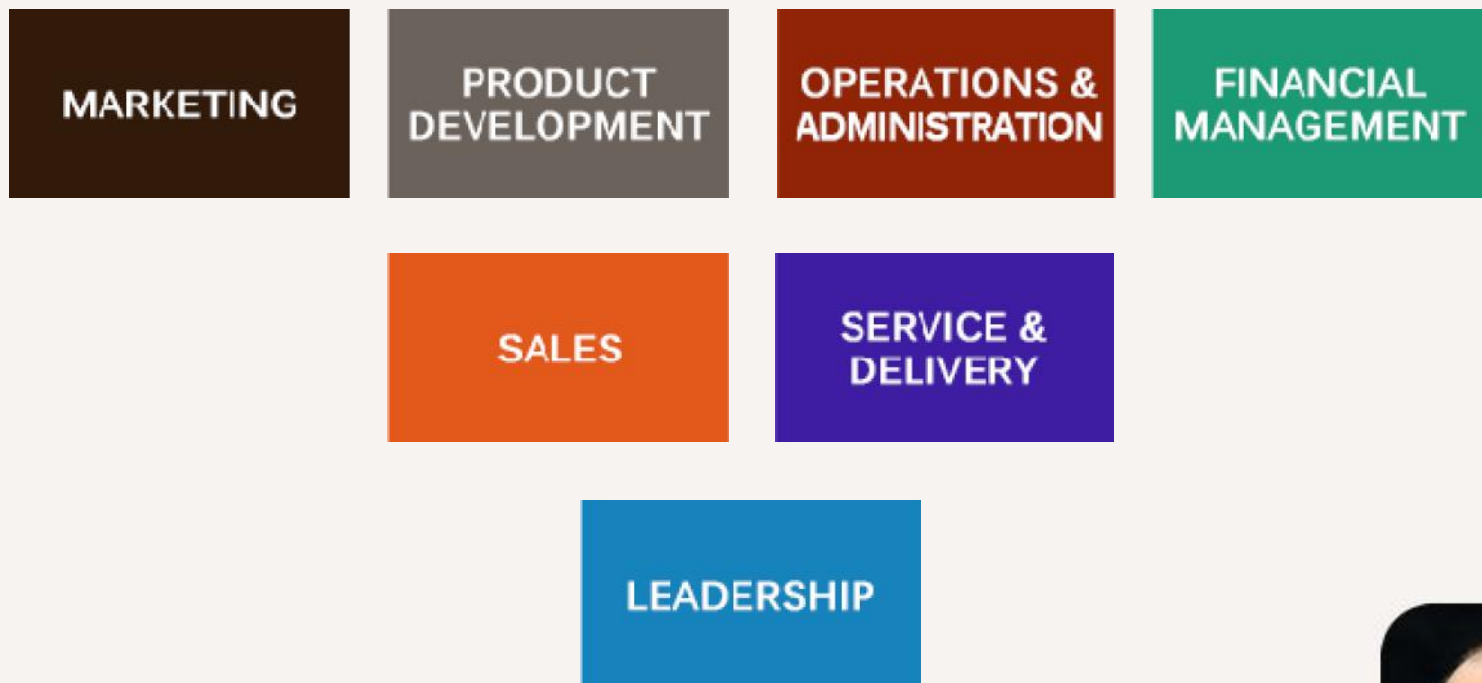


Today's Topic:

The Five Messages
Every Small Business Owner
Needs to Hear!



The Key Performance Areas



The Key Performance Areas



I'm Excited!

- The culmination of nearly 50 years business experience...
- ... and 13 years as a small business consultant
- I am passionate about doing everything I can to increase the survival rate and accelerate the growth rate of small businesses



Before We Jump In ...

- I know you are smart and hard working
- I know you just want to sell great products and services at a fair price and have great relationships with all your customers, employees, and suppliers
- And there are a lot of people who will cheer you on...



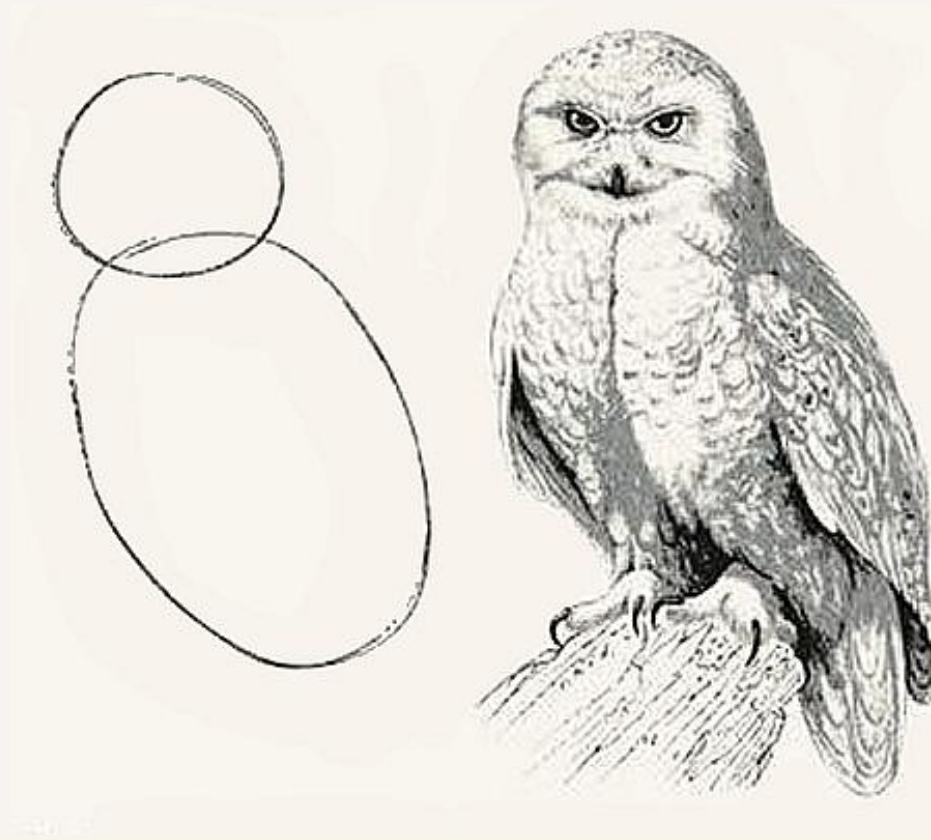
Common Advice

- How to draw an owl: start with two circles



Common Advice

- Work hard and draw the rest of the owl!



Agenda

- The Five Messages
 1. Know the Job
 2. All Businesses are Not The Same
 3. Be Smart – Get Support!
 4. It's All in Your Head
 5. The Puzzle of Business
- The Bottom Line

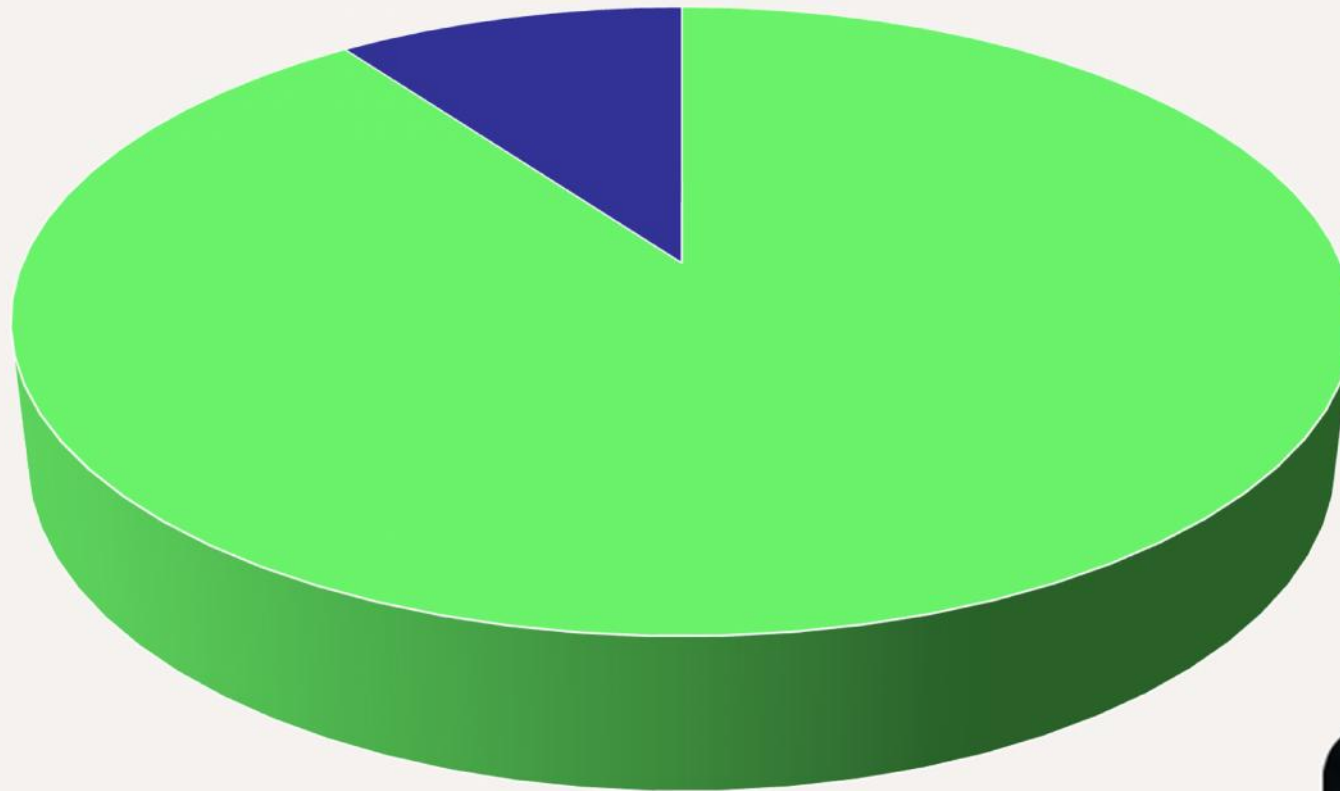


1: Know the Job

- It's Not What You Think
- The Key Performance Areas of Business
 - The Business Success Principles
 - The Skillsets of Business
 - The Mindsets of Business



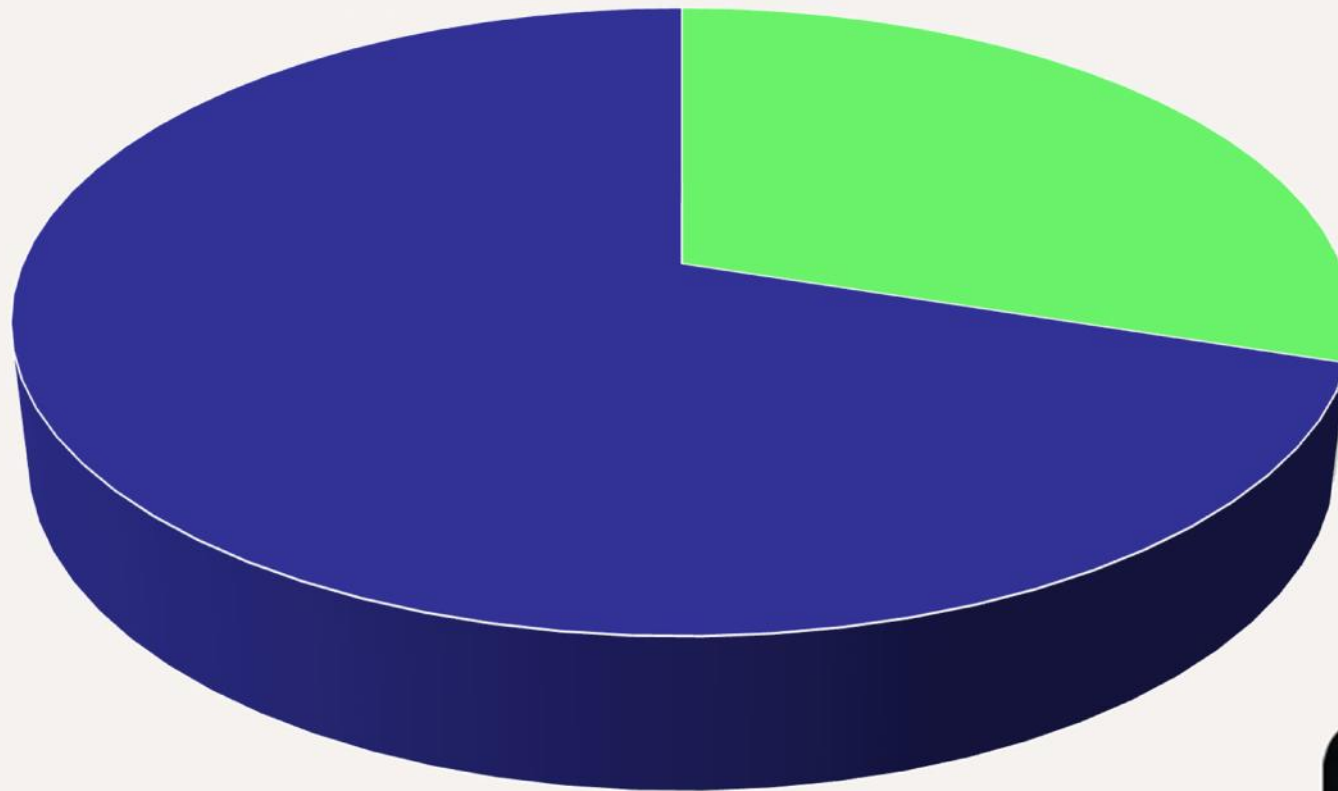
What You Think the Job Is



■ What I Love To Do ■ Other Stuff



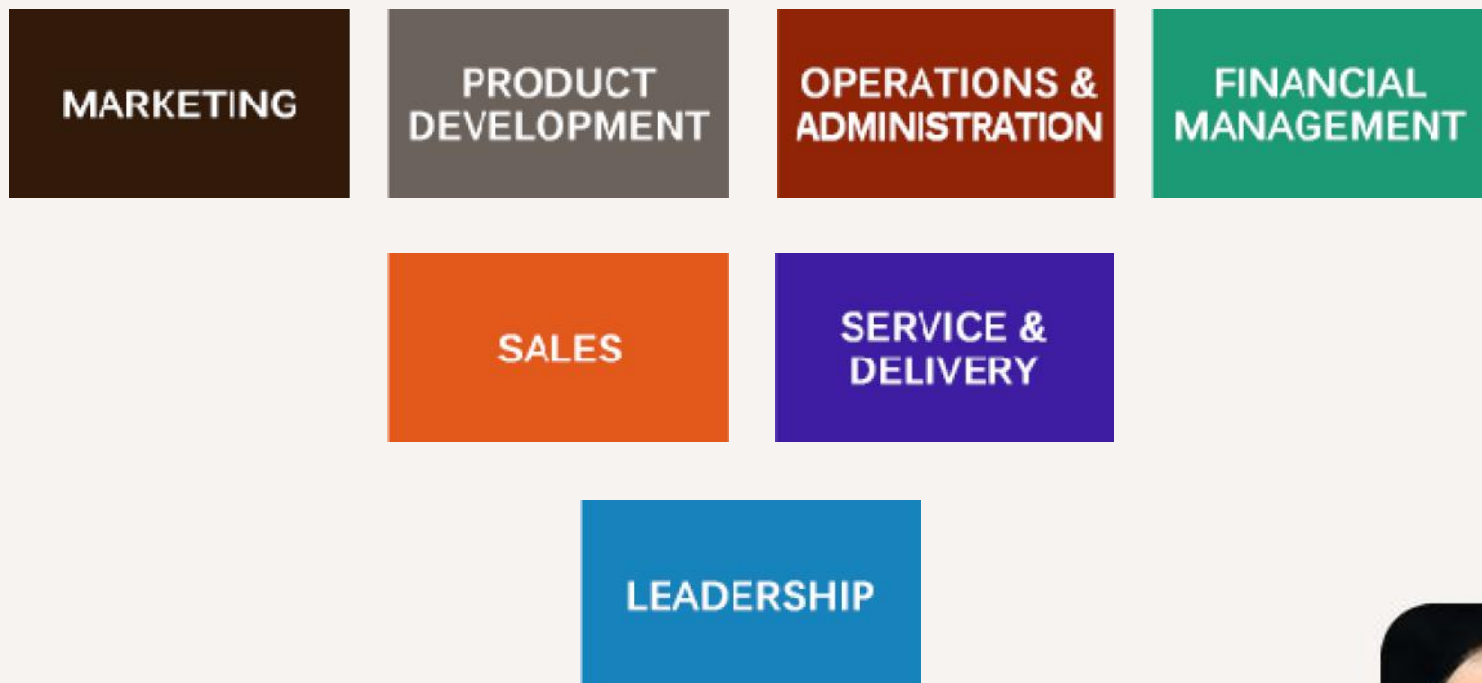
What the Job Really Is



■ What I Love to Do ■ Other Stuff



The Key Performance Areas



In Every Key Performance Area

- Success Principles
- Skillsets
- Mindset



Why is This Important?

- If you know the job:
 - You can adequately plan and prepare
 - You can conserve time and money
 - You are far less likely to get overwhelmed
- If you don't know the job:
 - You will struggle to learn what it is while you are trying to do it



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2. All Businesses are Not the Same

- Businesses vary:
 - In complexity
 - In the stage of business
 - In the scale of business
 - In the probability of success



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

Why is This Important?

- If you understand what makes some businesses more complex than others
 - You can match your capabilities with the requirements of the business
 - You can better plan and prepare
 - You can decide whether it is prudent to increase the complexity
 - You can reduce the complexity and increase your probability of success



Why is This Important?

- If you don't understand the complexity factors
 - You are very likely to take on a job that is much tougher than you thought it was going to be
- If you understand the risk factors
 - You can choose to have a business that has a much higher probability of success
 - You can choose to use processes that increase your probability of success



Why is This Important?

- Simple Formula:
 - More complexity = less success
- ... unless you get a lot more support!



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3. Be Smart - Get Support!

- The Four Pillars of Business Support
 - Education
 - Training
 - Tools
 - Team
- A never-ending process!



Why is This Important?

- You can avoid mistakes that will cost you \$5,000, \$10,000 or more
- You can avoid mistakes that will slow you down or shut you down
- Having the right tools and systems in place will make you more efficient
- Business is best played as a team sport



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4. It's All In Your Head

- The Inner Journey of Business
- Learning new skills
- Growing in emotional intelligence and relationship skills
- Overcoming blocks, anxieties, fears
- Being more courageous
- Being focused and positive
- Becoming a Conscious Business



The Inner Journey Formula

- Business growth requires professional growth
- Professional growth requires personal growth
- Therefore:
 - Business Growth Requires Personal Growth
- If $A \Rightarrow B$ and $B \Rightarrow C$, then $A \Rightarrow C$



Why a Conscious Business?

- Triple bottom line:
 - People, Planet, and Profits
- Good for you, the people you care about, and future generations
- Helps you believe that you deserve success



Why is This Important?

- Confidence is essential – overconfidence can really hurt you
- Relationships are critical in your business
- Stress will not just hurt your business, it will hurt you and your family, too
- There is a lot to learn, and you are better off being humble about it



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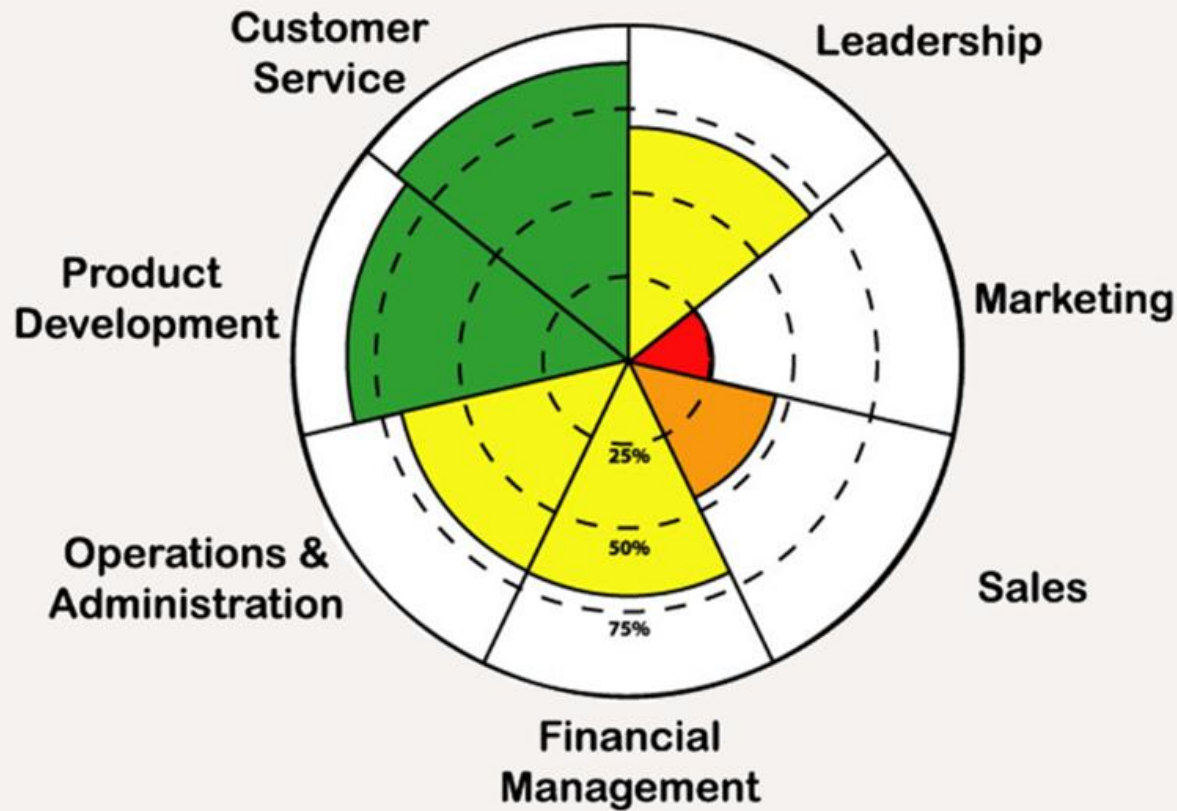


5. The Puzzle of Business

- Gaps
- Unknowns
- Priorities
- Moving Targets



The Gaps - Your Business Foundation Profile

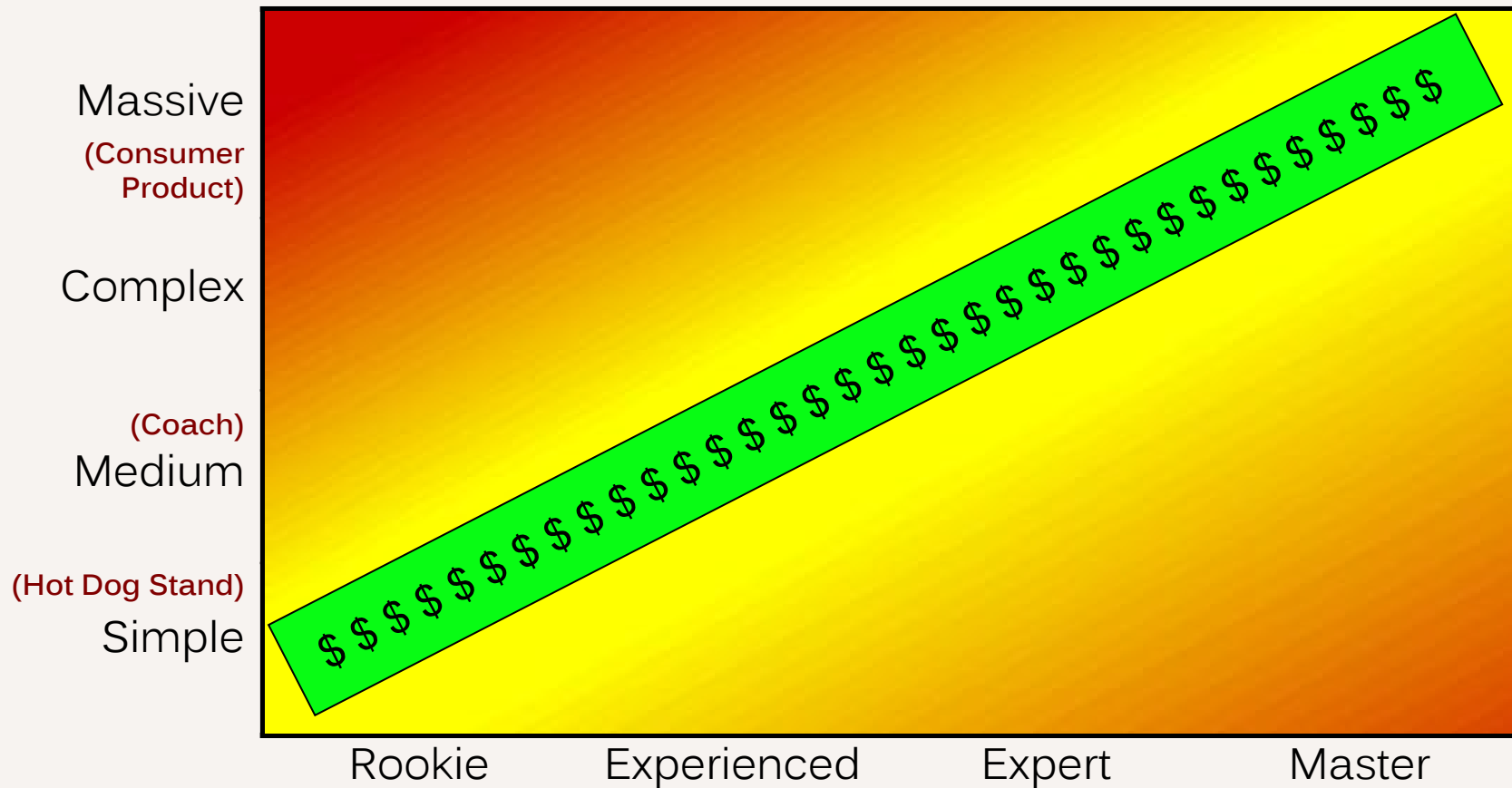


The Unknowns

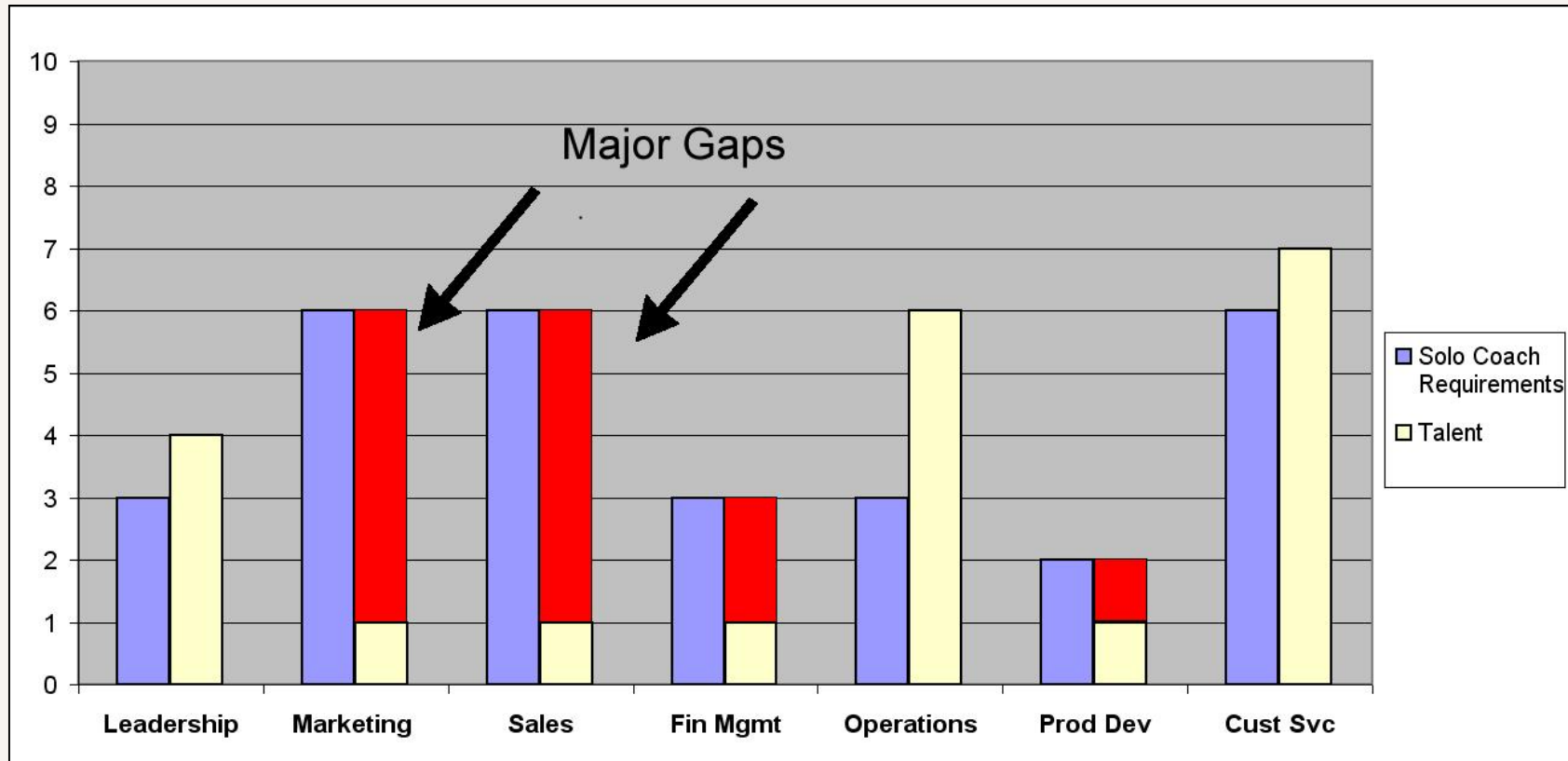
- Business Unknowns
- External Unknowns
- Team Unknowns
- Match Unknowns
- Time and Resources Unknowns



Business Complexity and Entrepreneurial Experience



Talent / Experience Gaps



The Puzzle of Business

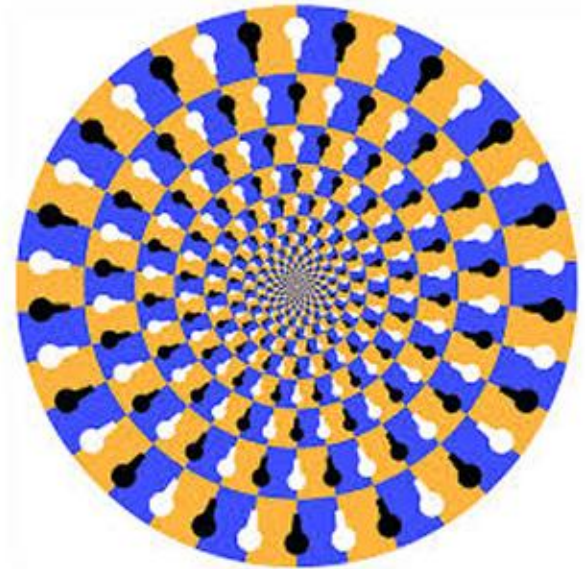
Moving Targets



Team



Business



Market

Why is This Important?

- It is essential to expect the unexpected
- It is very helpful to be prepared to:
 - address issues,
 - solve problems,
 - overcome obstacles, and
 - face challenges



A Winnable Game

- Picture of finished product
- Complete plans and instructions
- Resources readily available
- Simple steps
- Lots of experience



The Bottom Line

- You have greatness within!
- Knowing the rules of the game helps you win!
- Making good choices from the start and all during your journey
 - Lessens the struggle
 - Increases your success



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Homework / Exercise

- Believe in yourself!
- Think about these key Five Messages and how they apply to your business
- Share them with someone you care about
- Get a CEO coach / mentor to help



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



Our Support Services

- Education
- Training
- Consulting
- Coaching



Call for Free 30 minute Strategy / Problem Solving Session!

- The value could be enormous!
- Ask about our Special Offers to help you move forward



Check out my CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: July 28th

- Topic is: The Future of Business
- 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





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