

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!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me

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The Reasons

- First and most importantly, I want you to know that I care about you.
- I want you to succeed in every area of your life, whatever that means to you.
- I 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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My Passion

- To increase the survival rate...
- Accelerate the growth rate...
- And reduce the struggle rate of businesses in America

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My Vision...

- To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives
- You can help by passing 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

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Join Us!

- Brilliant Business Groups on Facebook and LinkedIn
 - <https://www.facebook.com/groups/BrilliantBusiness/>
 - <http://bit.ly/BrilliantBusinessGroup>

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Join Us!

- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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During the Call...

- Make comments, ask questions, share insights and “takeaways”
- Goal: 20 comments and likes in Facebook group

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THE **Awakened** CEO Conversation

- An Interactive Webinar, with special guest Paul Lemberg
- Wednesday, June 24th, 6 PM PT
- Watch your emails for signup information

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Today's Topic:

How Safe Is It?

The Many Risks of Business

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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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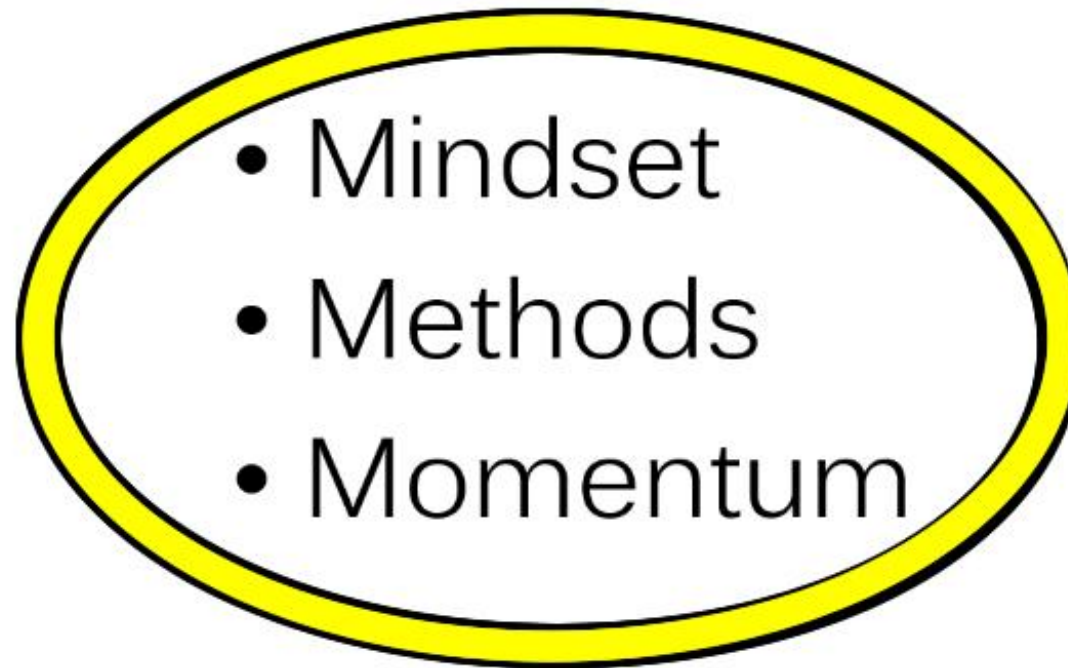
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Agenda

- Primary Risks
- Additional Risks
- Managing Risks
- The Bottom Line

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Primary Risks

- Keyman Risk
- Invention Risk
- Market Risk
- Business Model Risk
- Execution Risk
- Expansion Risk

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Primary Risks

- Keyman Risk
 - Is your business dependent on one or two people?
 - How healthy are they?
- Invention (Product Development) Risk
 - Can you build it?
 - Can you build it economically?
 - Will it work reliably?
 - Will anyone get hurt building it or using it?

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Primary Risks

- Market Risk
 - Market response / adoption risk
 - Will the market buy it at a price that allows you to make money?
 - Competitive Risk
 - Will someone else do it better?
 - Customer acquisition risk
 - Can you find your customers at a reasonable cost?

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Primary Risks

- Business Model Risk
 - Does it make sense?
 - Can you make a profit?
- Execution / Operations Risk
 - Can you deliver efficiently, effectively, with good quality and at a good price?
 - Can you manage projects to completion within budget and on schedule?

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Primary Risks

- Expansion Risk
 - Is the market large enough?
 - Can you grow?
 - Can your suppliers keep up?
 - Can you find the necessary staff?
 - Can you expand your facilities?
 - Can you train people to do the job?

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Primary Risks

- Keyman Risk
- Invention Risk
- Market Risk
- Business Model Risk
- Execution Risk
- Expansion Risk

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Additional Risks

- Team Risk
- Capitalization Risk
- Governmental Risk
- Economic Risk
- Environmental Risk
- Legal Risk
- Intellectual Property Risk
- Security Risk

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Additional Risks

- Team Risk
 - Can the current leadership team execute at this stage of business?
 - Can you find the right talent?
 - Can you work together?
 - Can you retain your employees?
- Capitalization Risk
 - Can the current team acquire capital in time to execute the plan?

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Additional Risks

- Governmental Risk
 - Could legislation add to your costs or prevent you from being in business?
- Economic Risk
 - Is your business dependent on favorable market conditions?
- Environmental Risk
 - Is your business dependent on weather conditions, or subject to natural disaster?



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Additional Risks

- Legal Risk
 - Are you likely to get sued?
 - Are you likely to get arrested?
- Intellectual Property Risk
 - Do you have the rights to your intellectual property?
 - Can you defend any patents you may have?



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Additional Risks

- Security Risk
 - Can someone hack your systems and steal your data?
 - Are you a likely target of thieves?

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Additional Risks

- Team Risk
- Capitalization Risk
- Governmental Risk
- Economic Risk
- Legal Risk
- Intellectual Property Risk
- Security Risk

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Managing Risk

- Identifying Risk
- Transferring Risk
- Avoiding Risk
- Retaining Risk

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Transferring Risk

- Insurance
 - Life, Health, Workmen's Comp, Unemployment
 - Errors & Omission, Directors and Officers
 - Property & Casualty, Bonding
- Contracts
 - Indemnification
 - Bonding
 - Transferring liability

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Avoiding Risk

- Product testing
- Quality control
- Backups and Disaster Recovery testing
- Safety programs
- Physical and digital security
- Avoiding / withdrawing from contracts and relationships

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Retaining Risk

- Self Insurance
- Ignoring Risk

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The Bottom Line

- Businesses of all sizes and stages are subject to risk
- You can't mitigate or avoid all of it
- Shareholders will expect you to identify it and mitigate a lot of it
- It pays to identify it and deal with it rather than ignore it

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Homework

- Spend a little time identifying your risks
- Manage the major ones
- Work with insurance professionals to transfer risk as appropriate
- Get coaching and support to help you along the way

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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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Next Office Hours: June 29th

- Skipping a week... I have jury duty!
- 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
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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