

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!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

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

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass 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!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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THE **Awakened** CEO
Strategic Planning
Virtual Event

- Saturday, Dec. 5th
- <http://paulhoyt.com/strategizewithpaul/>



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Today's Topic: Who's Your Buddy? All About Joint Ventures

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
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A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



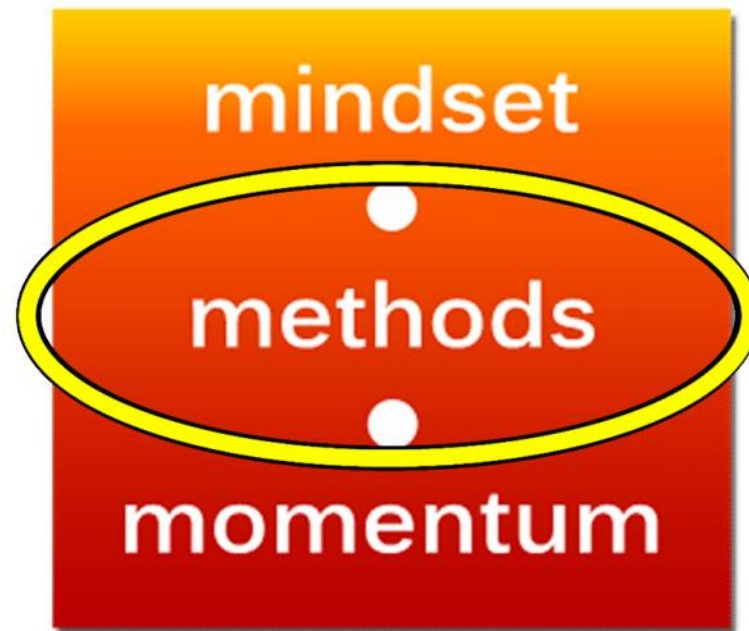
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Agenda

- Types of Joint Ventures
- Legal Structure
- Defining Your Joint Venture
- Implementing Your Joint Venture
- Managing Your Joint Venture

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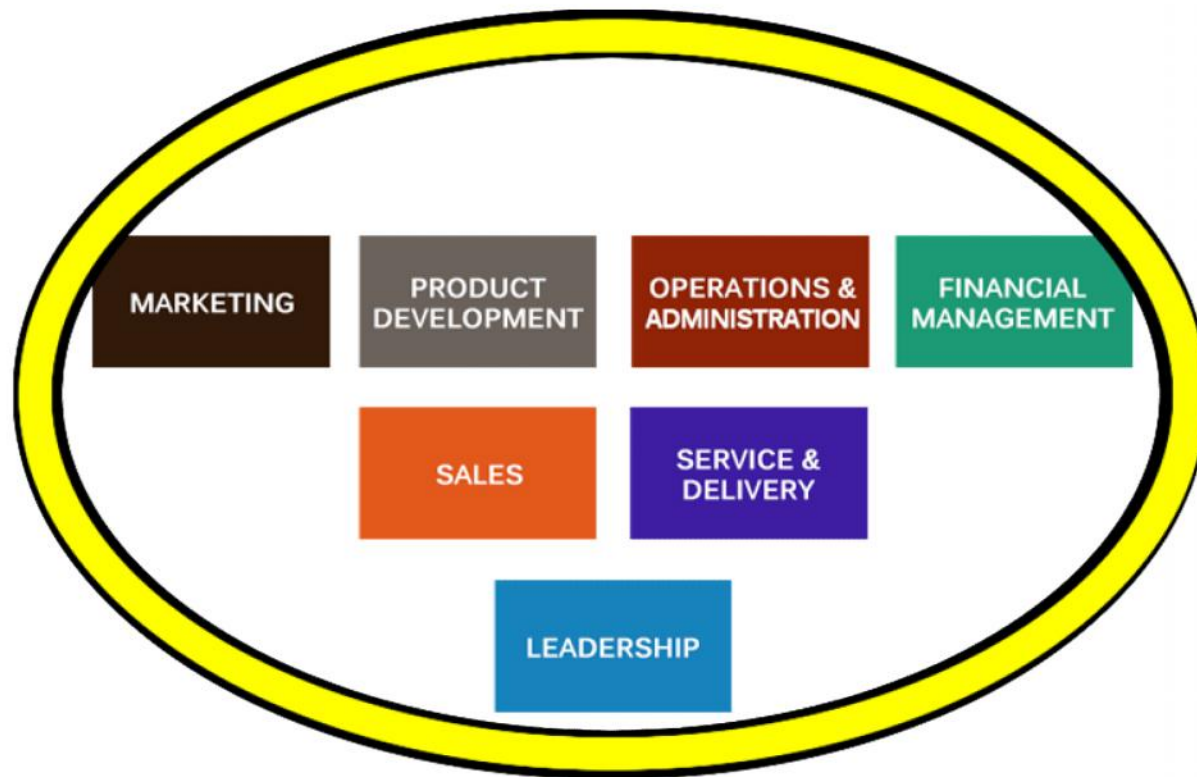
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The Key Performance Areas



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Types of Joint Ventures

- Technology / Product Development
- Operations
- Delivery
- Sales and Marketing

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Technology

- Establish a research facility
- Fund research from a third parties

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Operations

- Go together on an office space
 - Share support staff
 - Share in the appreciation of the asset
- Develop a captive insurance company
- Build a new business

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Delivery

- Go together on a warehouse
- Share delivery teams
- Build a new business

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Sales and Marketing

- Start a company to market and sell products and services in a new territory...
- ... or to a new market segment
- Requires complementary / synergistic products

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Types of Joint Ventures

- Technology / Product Development
- Operations
- Delivery
- Sales and Marketing

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Legal Structure

- New legal entity
 - C Corp
 - S Corp
 - LLC
 - Partnership
- Contract

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Defining Your Joint Venture

- Initial Contributions and Rewards
- Ongoing Contributions
- Changes in Equity
- Compensation
- Dissolution

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Initial Contributions and Rewards

- Contributions
 - Time
 - Money
 - Intellectual Property
- Rewards
 - Equity
 - Compensation

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Ongoing Contributions

- Roles and Responsibilities
- Performance Expectations
- Measurements of Success

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Changes in Equity

- Stock or Option Grants
- Ability to Purchase Additional Equity
- Other Exchanges in Equity

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Compensation

- Revenue Shares
- Expense Reimbursement
- Fees for Services
- Commissions
- Salaries and Draws
- Distribution of Profits

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Dissolution

- Departure
- Death
- Disagreement
- Disability
- Dysfunction
- Buy / Sell

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Defining Your Joint Venture

- Initial Contributions and Reward
- Ongoing Contributions and Rewards
- Changes in Equity
- Compensation
- Dissolution

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Implementing

1. Form the JV Management Team
2. Exchange Products and Information
3. Train staff
4. Mentor staff
5. Set Schedules and performance goals
6. Launch the Venture

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Managing

- Point persons
- Progress reports
- Periodic meetings
- Financial controls

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Example

- We decide to have a series of workshops together
- You speak, I speak
- We both sell our own products and services
- ... on a very large scale

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Example

- How do we fund the venture?
- Will we set up a new company?
- Who will schedule, pay for the venues?
- How will people sign up?
- Who will take the money?
- When will we get square with each other?
- When will we end the new company?



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The Bottom Line

- There are a lot of things to consider when establishing a Joint Venture
- Thinking it through will save you a lot of money and time, and perhaps a lot of grief
- Get a coach to help craft the relationship, and an attorney to review agreements and form a new company if necessary



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Homework / Exercise

- Make a list of the joint ventures you have or would like to have
- Think about who you would trust to have as a Joint Venture partner
- Download the Joint Venture Worksheet. Use it as a discussion guide and complete it whenever you have a JV opportunity



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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: Nov. 30th

- 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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