Take your business to the next level by systemizing processes

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Know the audience

1- How many of you really understand that you need systems? Don't do it because someone has told you that you need it, but you need to believe and understand that you need systems and you need to keep it current?

2- Have you fully systematized your business, how many of you have created and written down all the procedures and documented what you need to do in your business? Yes/sort of/no.

1. The Need

You all know that you need some sort of systems in your business for years, but have not done anything about it.

Why is that?

Two key reasons
a) Lack of a systems development plan

b) Lack of a systems development tool

WHY?

If you get your business systemized, we create:

Consistency

Reliability

This is called

Business Freedom

Business Freedom is

Calling in to get your sales figures from Mauritius beachfront.

Maximize the Value of your Business!

The price is not what you think its worth, but what it's actually worth.

Buyers will pay high price if they can see the business can be scaled.

Continuing to do what you love to do...

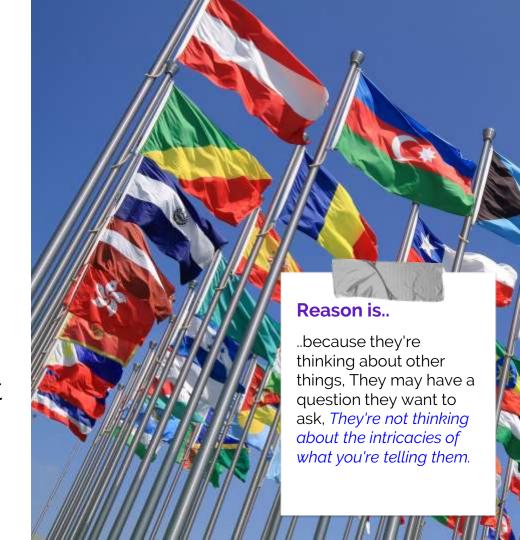...without having to do what you don't enjoy doing.

Knowing that all these things are being done well by someone else.
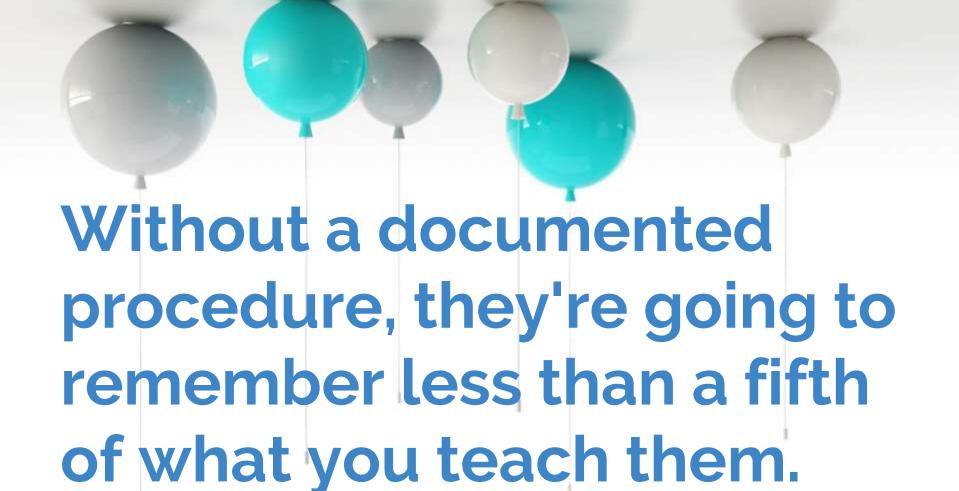
Here's an interesting Statistic...

Studies show that Employees retain only **18%** of what you tell them when we train them by something called the **"Show & Tell"** method, which is how most people train.

Reason is..

..because they're thinking about other things, They may have a question they want to ask, *They're not thinking about the intricacies of what you're telling them.*

Without a documented procedure, they're going to remember less than a fifth of what you teach them.

2. Procedures

There's a difference between documented procedures and policies. Lots of people mix these two up:

➔ **Policies...**
   ...are high level plans that essentially embrace the general goals and directives of an organization. Topics it covers are dresscode, behaviour , raises and bonus, harassment, cell phone use.

➔ **Procedures...**
   ...are step by step instructions with expectations to accomplish what needs to be done by each employee in every department in your company.

And the result?

-The employee doesnt achieve what's expected of them,

-and then they quit or they get fired,

-or worse still, the owner fails to fire them,

-and there's a HUGE OPPORTUNITY cost.

An opportunity cost of a failed hire can cost 10x that of the salary.

It's frustrating in a business for the employer and the new hire as well as all other employees.

Every frustration in your company is the lack of a system.

Do not blame the employee, do not blame yourself.

Blame the fact that there's no documented instructions that someone in that position can follow.

It's a simple set of instructions which tells them what you need them to do and what you expect of them when they do it.

They need to find these instructions easily and they need to be current.

Build to sell

- You dont see a large company sold using an off the shelf system.

- The systems infrastructure makes a company differentiate it from its competitors and adds scalable value to a business.

- Everyone of you needs a system for Compliance, Delegation, Consistency, monitor and track and prevent brain drain (people will work for you and innovate new ways to improve, you need to capture that.

- If you don't, that process walks out the door when the employee leaves, and they will leave).

- You need processes to maximize the value of your business.

- Processed documentation builds in qualities that will allow your business to be sold at the highest price which buyers look out for in businesses like yours.

- On the contrary, if your business depends upon you, its mostly worthless.

- If it depends on you, buyers will offer you something called an 'earned buyout'.

- Essentially, thats a small amount of money upfront with the rest of the money dependent on you reaching performance based goals in the years ahead, typically around 3 to 5 years.

- If you miss the performance goals, the company who has taken over will not be obliged to pay you the agreed amount, so you're taking on all the risks,

Options strategy v/s Exit strategy

- Options= lots of choices, you can create processes and a management team around you so if a buyer comes along, they can see a very valuable business where they can see a way to invest in your business and scale your operations. They can better estimate the size of the opportunity.

- Exit strategy= you hire a CEO and you move to chairman position. Or remain involved in day to day activities, but build a company which can go on without you.

The challenges are:

1. How do you get your procedures written?

2. Do you keep them current?

3. How do people find them when you need them?

4. How do you get your employees to follow them?

5 Tasks to begin improving

Detect Repetition- Write down how you do it

Define- Name it, who does it, when it gets done, what starts off the process

Refine- Small incremental improvements.

In step 3 if theres some problems, you can do xyz to come back and do this better and save time and money.

Describe- Detail the 'Happy Path' steps in written document, if everything goes well in this process, these are the steps you take....
List what could go wrong and what needs to be done to fix it.

Delegate- Hire or outsource someone else to do this task of what you just put in place.

3. Centralize

You need a centralized database which keeps all of your information.

Recurring tasks needs to be handled

Systemized communication with reference numbers

Client self-help portals

Mobile friendly

Customer Relationship Management

Security, user access

Automation of most tasks

In conclusion...

Keep control **of your business.** increase its value. **Free your time.** Systemize!

Lay a strong foundation

And brick by brick, your business will grow...

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THANK YOU