

# ISES EVENTWORLD 2009

—AN INSTITUTE FOR PROFESSIONAL DEVELOPMENT—

## Working ON your Business rather than IN it

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### Learning Objectives

- How to Manage your Priorities
- How to Think like a CEO
- When to Hire Additional Resources

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### Working on vs Working in

- Overwhelmed?
- Frustrated?
- Sleepless nights?
- Sales/Admin/  
Finance  
departments



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## Begin with the End in Mind

Build a business to sell    Be a business owner

Or

Or

Shut the door and turn  
out the lights

Be self employed

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## Recommended Reading

- ***The 7 Habits of Highly Successful People***  
by Steven R. Covey
- ***The E Myth Revisited : Why Most Small Businesses Don't Work and What To Do About It.***  
by Michael Gerber

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## Working IN your Business

- Working IN
  - Doing the work the business does
  - Being the technician
  - Reviewing your team's work



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## Working ON your Business



- Working **ON**
    - Strategic Planning
    - Marketing
    - Sales
    - Client relationship management
- = CEO

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## Working On vs Working In

Research has shown that successful small business operate under the ratio of :

60% Working On

25% Working In

15% Admin

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## Signs to look out for :

- Too much to do and not enough time
- Work nights and weekends
- Struggle to meet deadlines
- Not enough time to plan
- No time to Relax



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## Suggestion 1 :



- Create a time log for two weeks
- Not by the minute but by the hour
- Track your time against the goal for small businesses

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## Analysis of Results

- Who to hire – admin or technician or marketing
- How many hours to hire for
- How urgently to hire
- Ability to reach goals

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## Common Misconception

**No one can do what I do**



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## How We Do It Here files



- Systematize processes – “a way of doing it here”
- Others less skilled than you can follow directions
- Builds value for your business (franchise/sale)
- Make it fun !

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## Set Achievable Objectives

- |   |            |
|---|------------|
| S | Specific   |
| M | Measurable |
| A | Attainable |
| R | Realistic  |
| T | Time Bound |

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## Remember.....

This is a work in progress so :

1. Repeat time analysis quarterly
2. Continue building HWDI files

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## The END

Back to Steven Covey – if we begin with the end in mind then there is an end.

When can you say - “Now its finally done”

85% of written goals are achieved.



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