

TEN SECRETS TO ACHIEVE RESULTS IN YOUR BUSINESS

The first step to improvement is to know where you're at. Below is our Ten Secrets Wheel to help you assess where you're at, as well as the areas you need to improve on. Start with # 1—read the description and fill in each section of the wheel rating yourself on a scale from 1 (low) -10 (great) on where you're at. How smooth would your ride be with your wheel filled in?

Turn over the page and write down your 4 main goals and where you need to be in each area to hit your 1-year goals.

The Ten Secrets Wheel is a circular assessment tool divided into 10 segments, each representing a key business area. The segments are numbered 1 through 10, with 10 at the top and 1 at the bottom. Each segment is connected to a box containing specific advice and a goal line.

- Segment 1: Level of Service**
 - Set realistic expectations, then meet and exceed those expectations
 - Remember satisfied customers leave at the appearance of something new
 - Raving Fan Customers
 - You receive referrals/recommendations regularly
 - Timelines and Professionalism; You do what you say your going do at an even higher level than expected
 - Goal: _____
- Segment 2: Quality, Well Trained Staff**
 - Have a hiring process to get the *right* people, for the *right* job fit
 - Job benchmarking
 - Know communication styles and how to manage, lead and motivate each team member using DISC and Motivators
 - Have "A" team players, work as a team
 - Provide coaching and feedback as needed. Have a training program to help each person get an A
 - Never miss an opportunity to compliment someone!
 - Goal: _____
- Segment 3: Working ON the Business, Not IN it**
 - You work ON your business in addition to working IN it
 - You have successfully progressed out of the talent/technician hat and into the manager/leader/business owner/entrepreneur hat, creating the vision and continuously developing plans on innovating and leading the team.
 - Can choose what you work on
 - Don't get lost in the day to day
 - Have designated day or half day, once a week to work on it, not in it
 - Goal: _____
- Segment 4: Solid Financial Equity**
 - Consistent sales that produce consistent cash flow and is profitable
 - Receive and can read a F/S and operate within a budget
 - Turn profits into operating cash
 - Access ROI before decision making
 - Know your KPI's & critical drivers. Use numbers to make better business decisions
 - Manage debt properly and are not over leveraged, or taking excessive distributions, cash strapping the company
 - Manage cash flow properly, regularly project and (Re) forecast cash flow, sales and profit
 - Goal: _____
- Segment 5: Always in a Learning Mode**
 - A constant state of learning
 - Be financially literate
 - Teach your children about finances
 - Join a book summary club
 - Goal: _____
- Segment 6: Must Have Integrity**
 - People must trust you
 - Always be honest with yourself
 - Play by the rules
 - Treat your employees fairly
 - Goal: _____
- Segment 7: Passion for Their Business**
 - Love what you do
 - Don't let age hold you back
 - Read books to boost morale and improve results
 - If the business is no longer fun, maybe it's time to get out
 - Goal: _____
- Segment 8: Deal with Facts**
 - Everyone is entitled to their own opinion but not their own set of facts
 - Trust but verify
 - Back it with research and facts
 - Goal: _____
- Segment 9: Set Written Goals**
 - Have budget goals: sales, profits, and cash flow
 - Set personal income goals
 - Have a 1 year strategic plan in place and have written monthly, quarterly, yearly and 3-year goals. You also have prioritized your top four, 1-year goals to focus on.
 - Set personal goals
 - Goal: _____
- Segment 10: Have and Know Your Business Model**
 - Know the financial model for how your business makes money and is profitable
 - You have a consistent sales, marketing, and customer service model that brings in leads, converts leads to sales, and keeps customers coming back
 - You have a model for operations and delivery of your product or services that fulfills the needs of your customers consistently and reliably
 - You have KPI and critical drivers to monitor performance.
 - You have management and leadership systems and training in place if needed.
 - Goal: _____