



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Today's Topic:

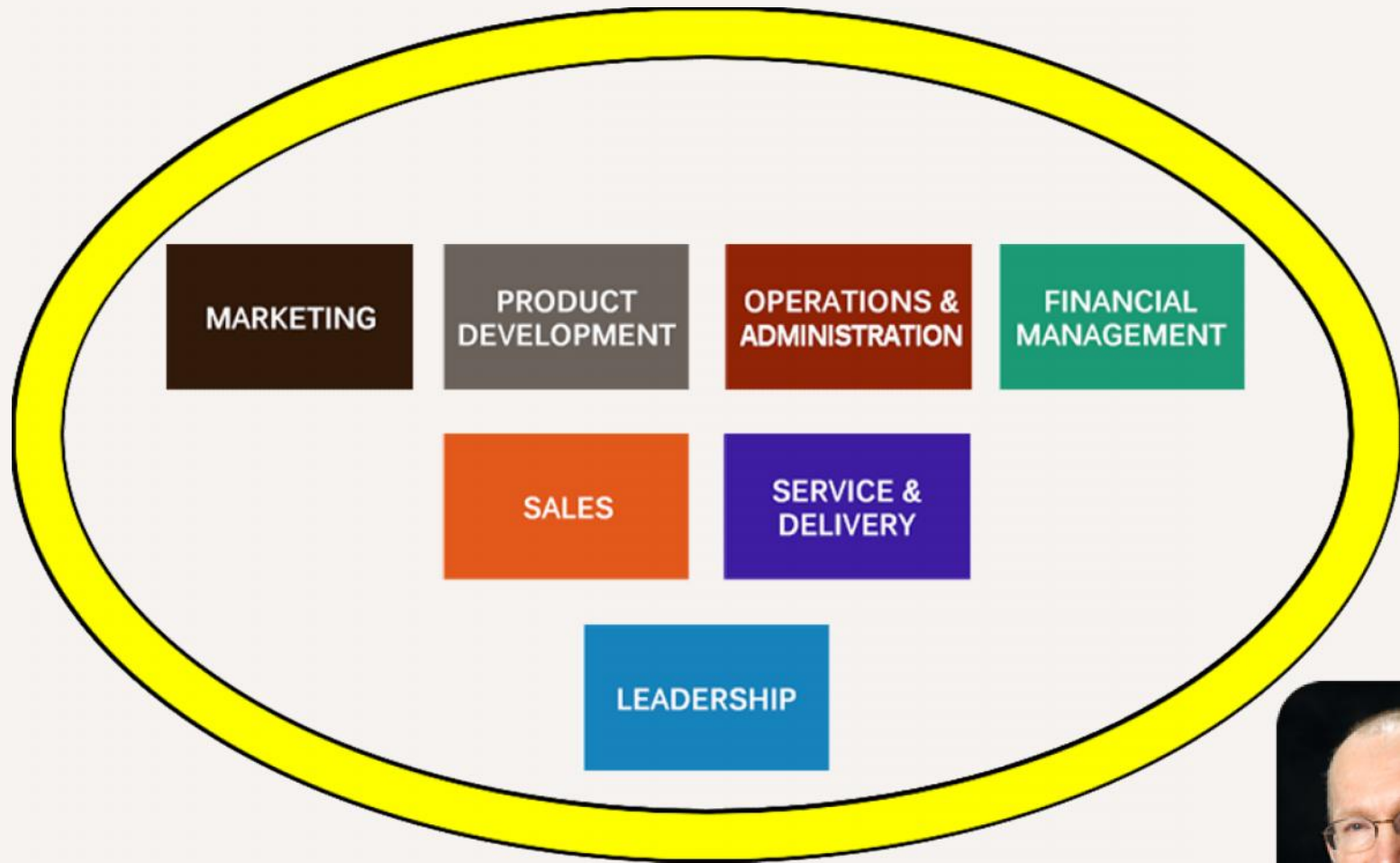
The View From the Top -
The Key Performance Areas of
Business



The Key Performance Areas



The Key Performance Areas



Agenda

- The Backstory
- The First Insight
- The Second Insight
- The Third Insight
- A Review of Each of the KPAs
- The Magic Sequence



The Backstory

- Before becoming a business consultant,
 - 34 positions
 - 18 different companies
 - Over a 36 year career
- Had several other part-time positions
- All of them in Information Systems, so I saw all of the other areas of the business
- Many of those “close to the top”
- Had two businesses



Springfield Data Systems

- Computer systems and services
- Springfield Missouri, 1981 – 1985
- Was very strong in customer service
- Discovered I didn't know much at all about marketing and sales
- Went back into corporate America afterwards "to learn what I needed to learn"
- Intentionally focused on becoming good in my areas of weakness

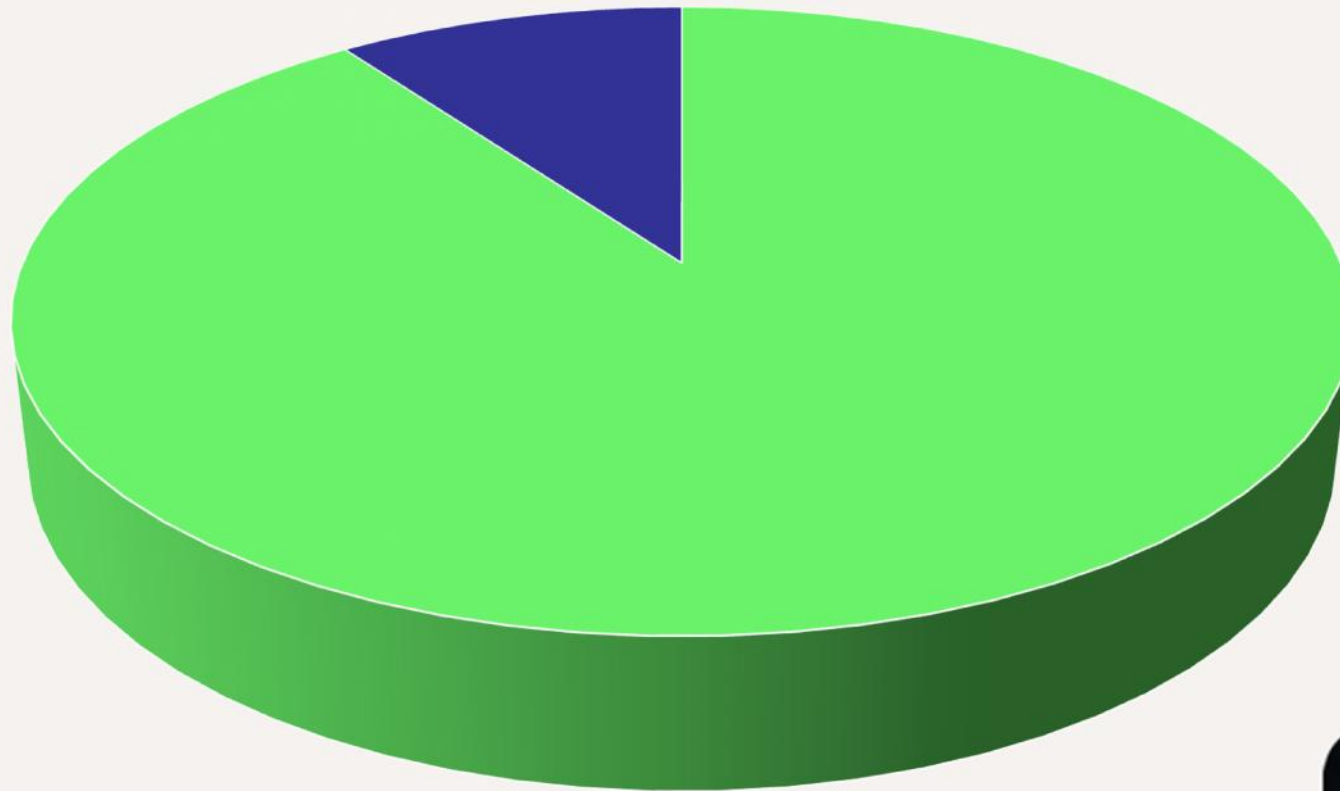


Hoyt Management Group

- Small business consulting
- Began in Denver in 2001; moved to CA in 2007
- Noticed that many of my clients had the same problem
 - Very strong in some areas
 - Very weak in others
 - Didn't know what they didn't know
 - They took the job without knowing what the job was



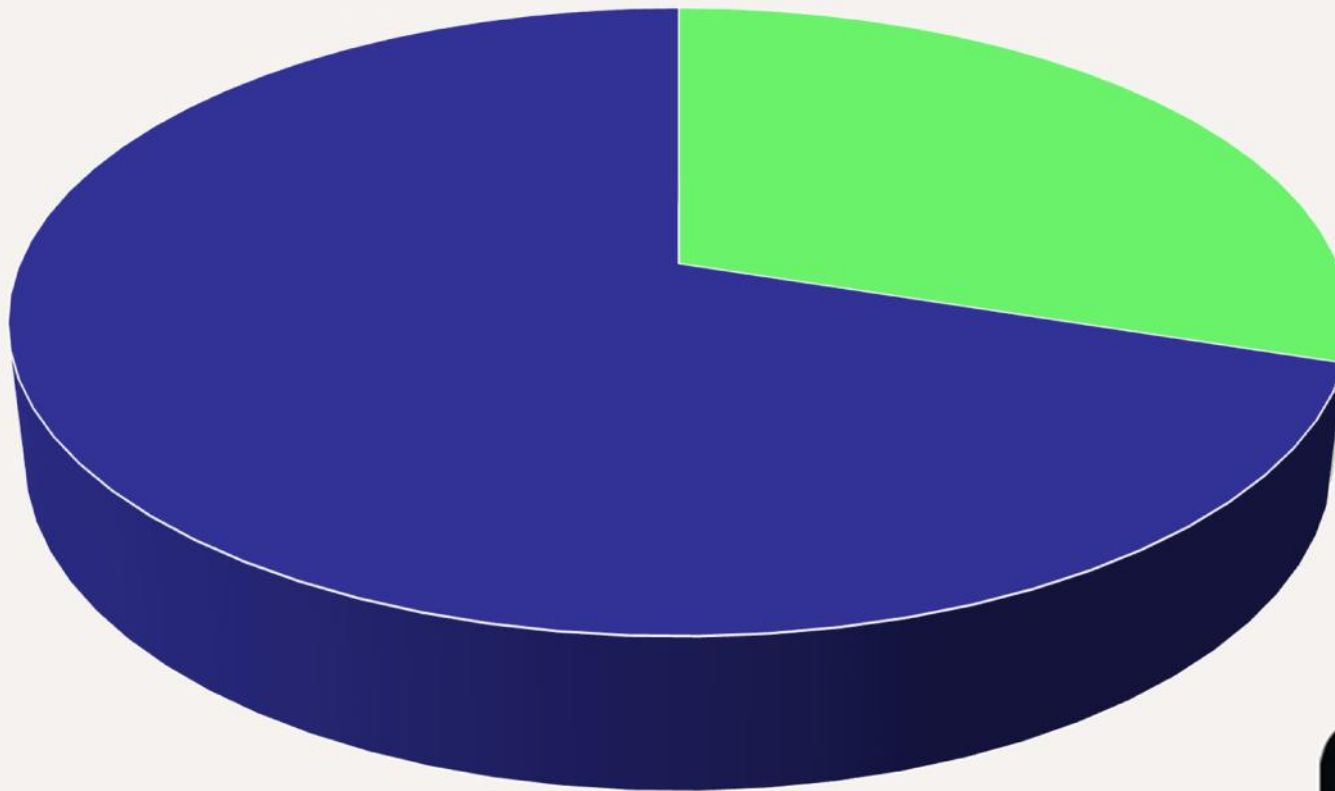
What You Think the Job Is



■ What I Love To Do ■ Other Stuff



What the Job Really Is



■ What I Love to Do ■ Other Stuff



The Foundation Factor

- Written in 2004
- Defined the Seven Key Performance Areas of Business and identified the best practices in each
- Has become the basis for many of my consulting engagements



The Key Performance Areas



The First Insight

- A company has to be strong in all of the areas to thrive long term
- A weakness in any one of the areas will slow you down, and uncorrected, will eventually shut you down



The First Insight



Links in a Chain



The Second Insight



The Second Insight

- Not all areas are of equal importance
- For most companies, **Leadership**, **Sales** and **Delivery** are the most important Key Performance Areas



The Second Insight



Weak in Leadership?



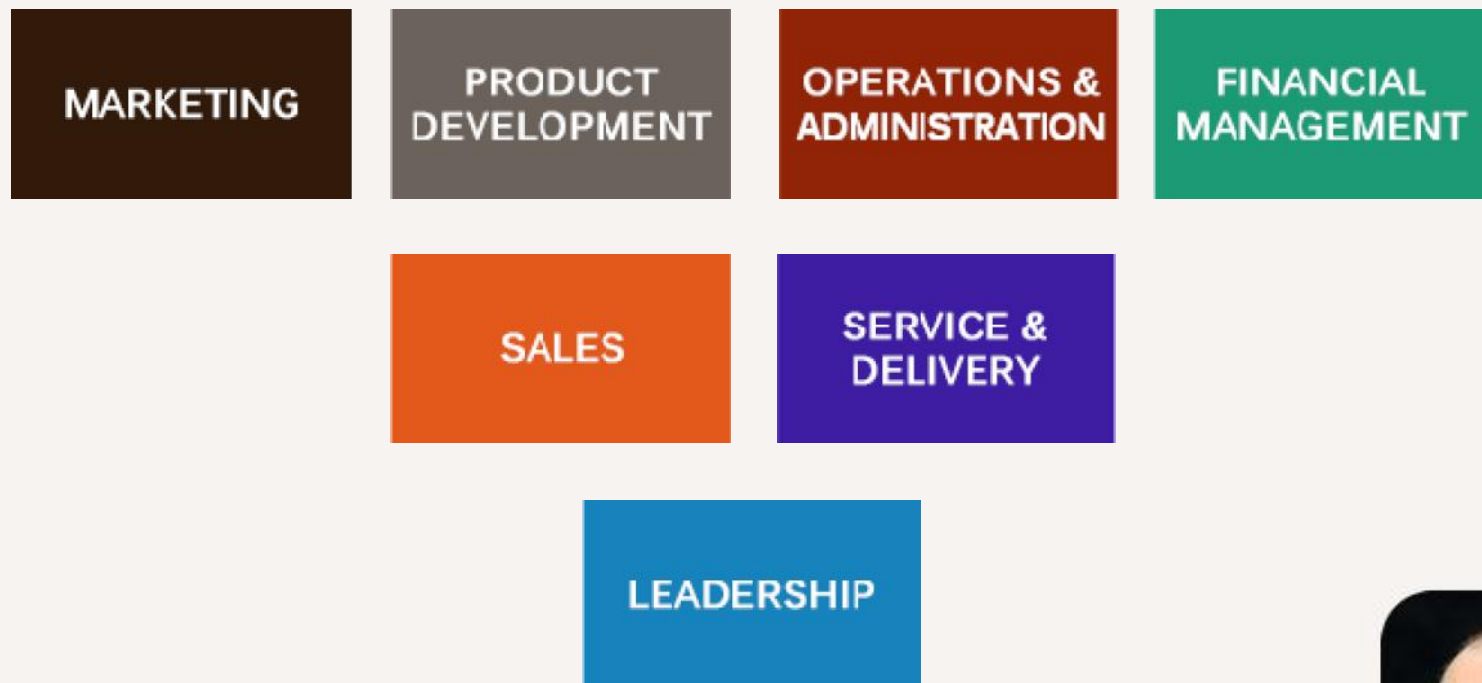
Weak in Sales?



Weak in Service?



The Key Performance Areas



The Third Insight

- Before you can sell and deliver something, you have to have something to sell and deliver
- For innovative companies, **Product Development and Marketing** are the most critical Key Performance Areas



The Third Insight



The Key Performance Areas Review



Leadership

- Creating your Business Model
- Getting a Great Team
- Setting Direction and Developing Plans
- Aligning the Organization
- Inspiring Your Stakeholders
- Executing and Getting Desired Results



Marketing

- Understanding the Needs and Wants of the Marketplace
- Selecting Market Segments and Routes to Market
- Packaging your Products and Services
- Communicating the Value of your Products and Services
- Branding and Positioning
- Generating Leads



Sales

- Lead Generation
- Building Relationships of Trust
- Qualifying Opportunities
- Developing Opportunities
- Gaining Agreement
- Getting Results!



Financial Management

- Processing Transactions Efficiently
- Managing Cash Flow
- Running Your Business “by the Numbers”
- Risk Management
- Asset Management
- Managing Your Funding Options
- Managing the Value of Your Business



Operations and Administration

- Human Resources
- Information Systems and Telecom
- Legal Services
- Administrative Services
- Manufacturing, Kitting, Assembly, and Distribution
- Facilities



Product Development

- Creating Innovative Products and Services
- Managing Product Lifecycles
- Staying on Top of Technology and Advances in Your Industry
- Meeting Release Schedules & Budgets
- Improving Design Time and Quality



Customer Service

- (Also called “Service and Delivery”)
- Understanding that Service is a Product
- Seeing Problems as Opportunities
- Tracking Customer Satisfaction
- Up-Selling and Cross-Selling
- Gaining Referrals



The Key Performance Areas



The Insights – a Review

1. Take a holistic view of your business. If you are incompetent in any one of the areas, you will not survive long term
2. If Leadership, Sales, and Delivery are strong, you will have time to correct issues in the other areas
3. If you are innovating, Leadership, Marketing, and Product Development are the most important



The Magic Sequence

1. Get education!
2. Develop your business model and high level approach (Leadership)
3. Focus on Marketing, Product Development, and Customer Discovery
4. Focus on Sales and Delivery
5. Fill in the gaps and build the other areas of business



Agenda

- The Backstory
- The First Insight
- The Second Insight
- The Third Insight
- A Review of Each of the KPAs
- The Magic Sequence



Homework / Exercise

- Think about where you are in the sequence
- Think about your strengths and weaknesses
- Understand which of the areas need to most attention right now
- If you need help or support, get a mentor or coach



Open Q & A – in a minute

- Comments and questions on the topic of the day
- 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
- Post in the Brilliant Business Group



My Approach

- I love being a CEO Coach!
- I am passionate about getting you the support you need to make amazing progress in the next 90 days
- And provide the fundamental training that you need to avoid huge mistakes that will slow you down or shut you down over the long haul



Call for Free 30 minute Strategy / Problem Solving Session!

- Agenda
 - Check in with your status
 - Solve a problem or choose a course of action
 - See if I can support you in some other way



Next Office Hours: June 16th

- Topic is: **Your Business Complexity Profile**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





Office Hours

