



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 Education, Training, Tools, and Team to be successful
- 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



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook

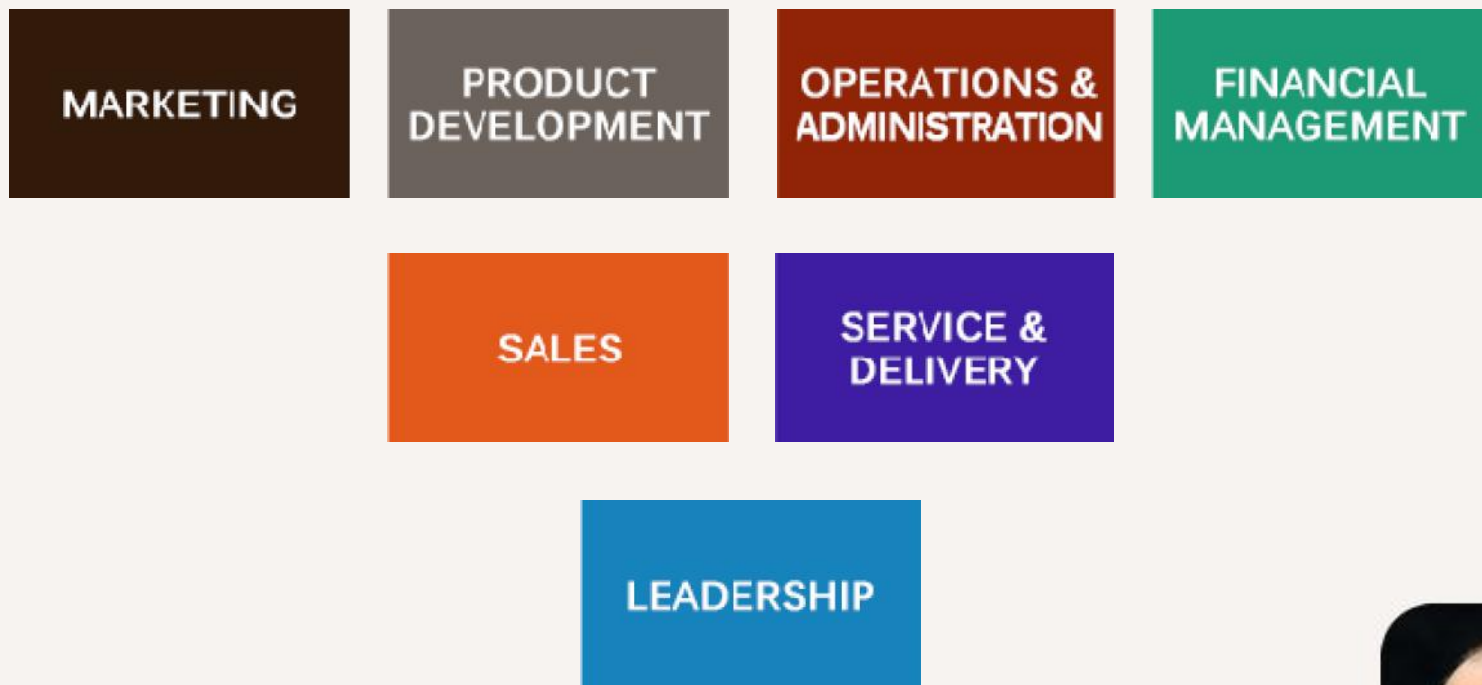


Today's Topic:

Are You Ready?
The Future of Business!



The Key Performance Areas



The Key Performance Areas



Agenda

- Business in the Old Days
- The Current Business Environment
- Trends and Challenges
- The Future of Business
- The Bottom Line



Business in the Very Old Days

- Almost every business was a small business
- Local – unusual for customers over 30 miles away
- Organic growth
- Master / Apprentice model
- 24 x 7 work



The Industrial Revolution (1830)

- Large, national companies
- Large offices
- Bosses and hierarchical structures
- Education system focused on large company skills
- Standard work week, benefits, employee rights
- Unions



The Information Revolution (1950)

- Computers
 - Mainframes
 - Minicomputers
 - Personal computers
- Connections
 - Internet
 - Cell phones



Current Business

- Information oriented with much digital delivery
- Increasingly Global
- Increasingly Virtual
- Increasingly “Crowd”:
 - Crowdsourcing
 - Crowdfunding



Empowered by Technology Revolution

- Computers everywhere and in everything
- Incredible computing power
- Constant connectivity and incredible communication bandwidth
- Internet and cell technology
- Cloud computing
- Virtual meetings
- SAAS (Software as a Service)



SAAS Systems

- Bill.com
- Expensify
- Basecamp
- Smartsheet
- eLance
- oDesk
- 99 designs
- Yelp
- Craigslist



Measure and Analyze Everything

- Business intelligence
 - Data warehouses
 - Sophisticated analysis
- Direct marketing
- Measure everything online:
 - Opens, clicks, conversions, bounces, visits, time on page



Authorities and Audiences

- Used to be preachers, teachers, business leaders, and politicians
- Now, it's anyone with a connection, a message, and a voice
 - ... and the time and budget
- Self-declaration, social validation, and marketing
- Books, blogs, articles, websites, online forums, and online groups



Freelance Worker

- Easier to manage than employee
- May care more than large companies
- Results based compensation, as with salespeople
- No issues about letting go or entitlement
- No benefits



The Future

- More virtual companies
 - National / Global
 - Meet at conferences and trade shows and retreats
- Virtual workers even more common
- Global mobile citizens
- Everything is mobile!
- Avatars, 3D, holographs
- Wearable devices



The Future

- More freelancers working crazy hours
- Age doesn't make a difference
- Location doesn't make a difference
- Disabilities and appearance don't make a difference
- Coaches and mentors instead of bosses
- Education, education, education
- Survival of the most adaptable



Challenges for Businesses

- Competing in the Internet Age
 - Brick and mortar vs. online purchases
 - Shop online with delivery to your door
- Marketing
 - People trust friends a lot more than advertising
- Managing the remote / virtual employee
 - Some have disallowed because of abuse



Challenges for Businesses

- Managing contractors instead of employees
 - Defining the job
 - Assessing capability and fit
 - Due diligence
 - Negotiating
 - Performance based compensation
 - Managing
 - Terminating or extending



Challenges for Freelancers

- Education systems don't teach small business ownership and management
- Wearing many hats
- Marketing
 - Lots of noise!
 - Managing online presence
 - Video and social media
 - Affiliates, referral partners, and other marketing partners



Challenges for Freelancers

- Sales
 - Most owners have no training and few skills
- Loneliness and lack of connection
 - Finding communities
 - Finding mentors



Bottom Line

- Virtual, mobile, global, digital everything
- Video is essential
- Authenticity and connection are key
- Increasing lack of privacy
- More small businesses than ever before
- Communities instead of companies
- Learn and adapt every day
- Expect the unexpected



I Never Saw it Coming...

- 1981 – IBM PC
- 1995 – The Internet
- 1998 – Google
- 2001 – 9/11
- 2004 – Facebook / the rise of social media
- 2007 - iPhone
- 2008 – Recession
- 2010 - iPad
- 2014 – Google Glass



Predictions

- The Internet of things
- Driverless cars
- Solar energy
- Battery powered everything
- Personal referrals replacing advertising
- Virtual worlds
 - Always connected to the Net
 - Always connect to everyone



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Homework / Exercise

- Reflect on how technology has changed your business and your life
- Imagine how it will continue to change your business and your life
- Expect the unexpected!
Focus on being adaptable!
- Get a CEO coach to help you plan for, and deal with, the future



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



Our Support Services

- Education
- Training
- Consulting
- Coaching



Call for Free 30 minute Coaching Session!

- We'll help you solve a problem, overcome and obstacle, make a decision, or face a challenge
- The value could be enormous!



Check out my CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: August 4th

- Topic is: TBD
- 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





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