

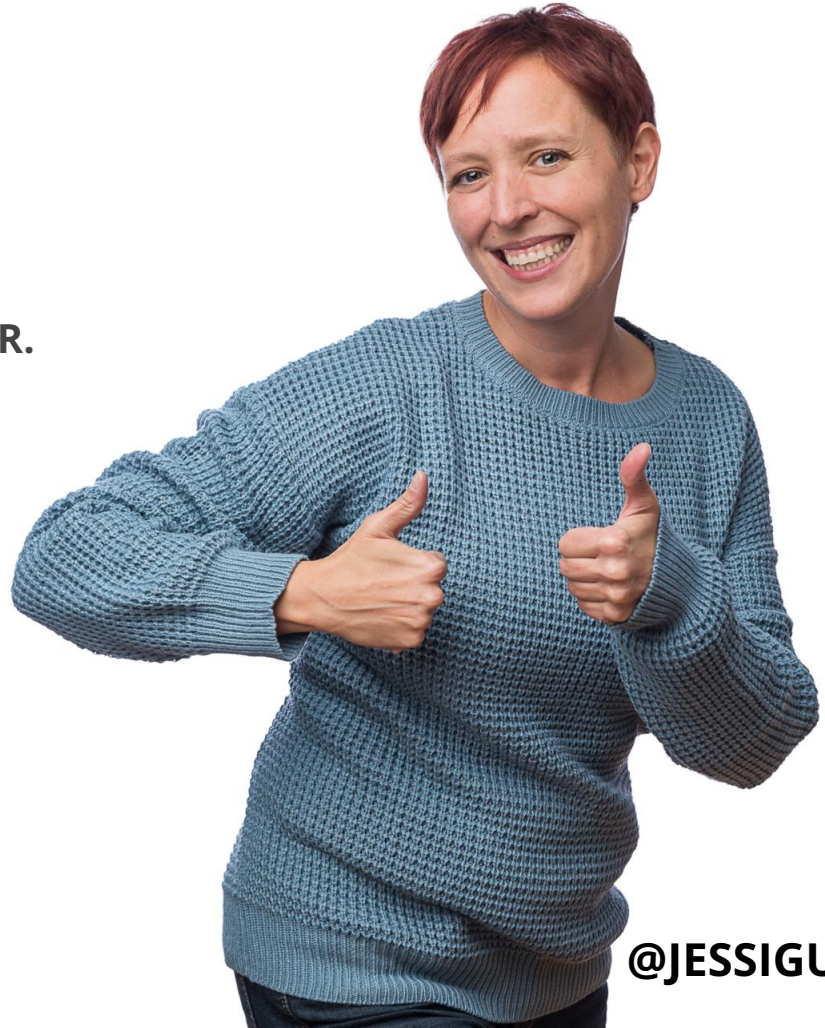


ENTREPRENEUR. SPEAKER. COACH. TRAVELER.
MOM. VEGAN. RUNNER.



Clifton Strengths:

Competition, Communication, Significance,
Assurance, Activator



@JESSIGURR



Creating a Sustainable Template for Business Growth

Why do I talk at WordCamps?





This talk is for you if you are a(n)...

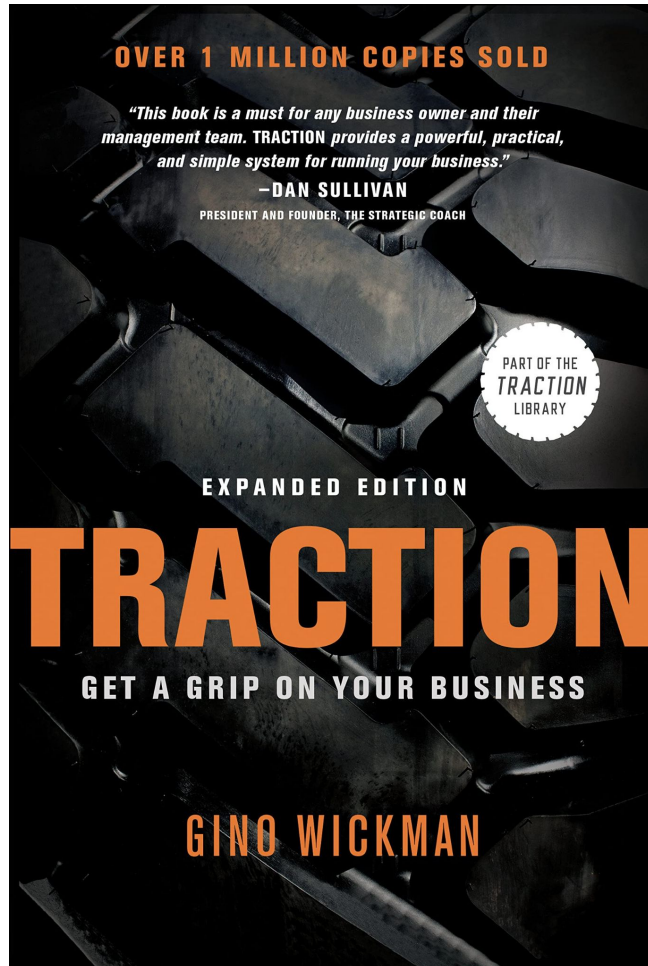
- **Agency Owner or Partner**
- **Freelancer Looking to Scale**
- **Head of a Team Wanting to Deliver Better Results**
- **Person who Struggles with Systems and Processes**



This talk is also for you if you...

- Have too much work to handle.
- Working 40+ hours a week.
- Working late into the evening.
- Too much time focusing on busy work, and not enough time focusing on your business.



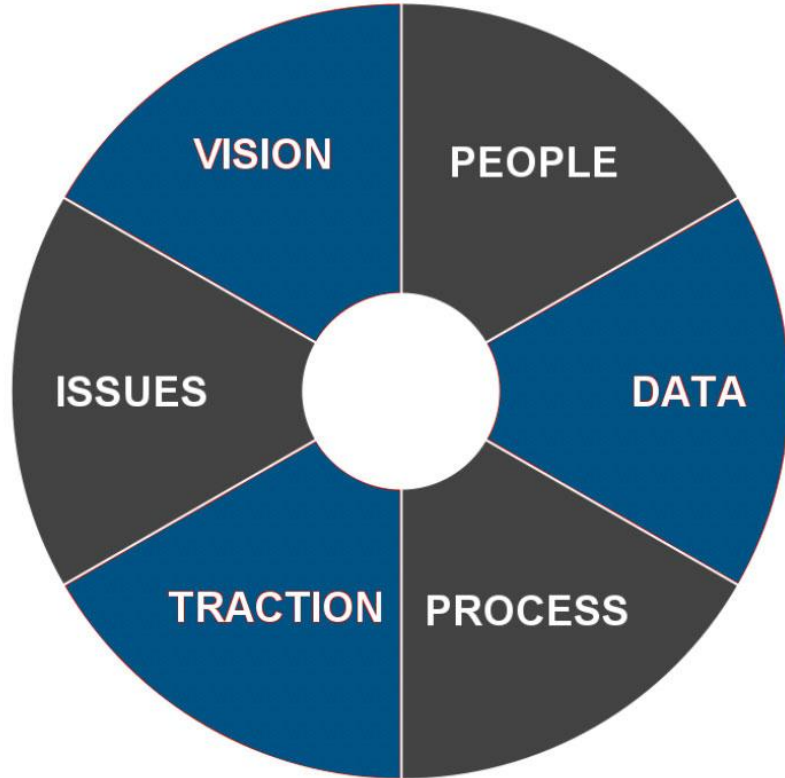


Template for Business Growth

ENTREPRENEURIAL
OPERATING
SYSTEM

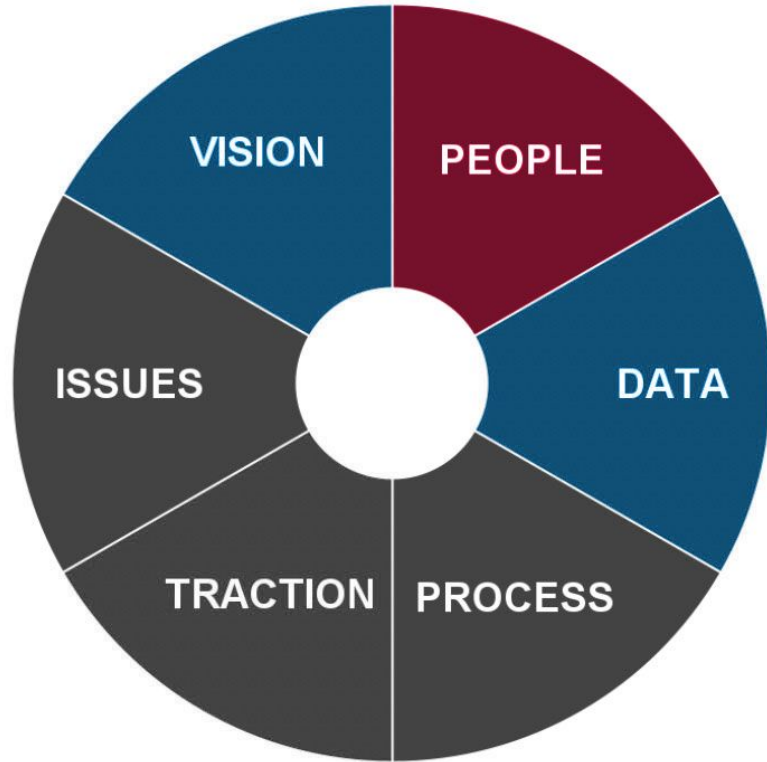
EOS is used by Agencies worldwide!

SIX COMPONENTS OF YOUR BUSINESS TO MASTER



- Bring order to your business
- Set and achieve your business goals
- Find the right employees
- Start with just 2-3 to see massive results!

Vision, People, and Data: Your Business Growth Tools



- *Working Business Plan*
- *Weekly Business Scorecard*
- *Right People, Right Seats*

VISION

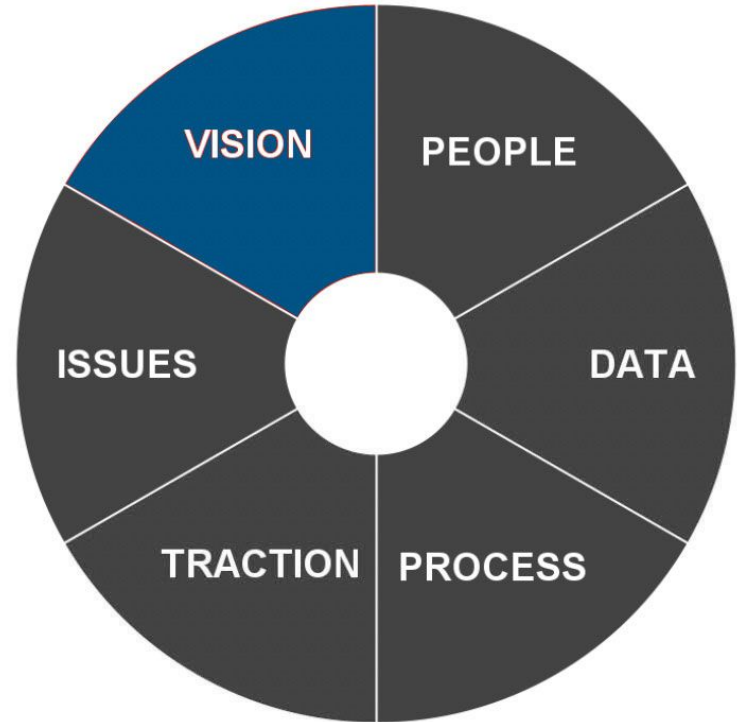


VISION

A CLEARLY DEFINED VISION IS YOUR FIRST ESSENTIAL STEP FOR BUSINESS GROWTH.

- Core Values
- Purpose and/or Mission
- Your Niche
- Your Target Market
- Short and Long Term Goal

All of these elements become part of a concise two-page working business plan.



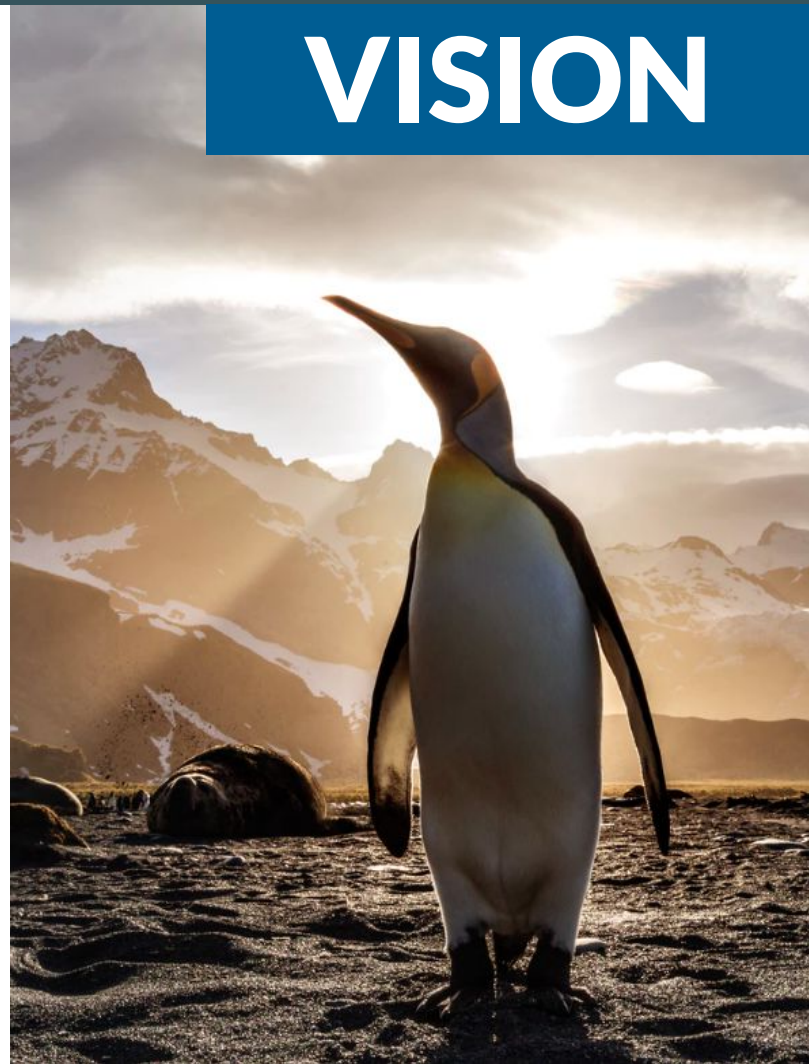
CORE VALUES

What is important to you, and what values do you want your team to display?

- Your personal values
- Ask for input!
- Leadership strategy session, break, regroup

Your core values will be referenced when setting growth goals, hiring and firing employees, handling customers, and introducing new products or services.

VISION



PURPOSE & MISSION

Why are you in business? What is the point of having customers or employees?

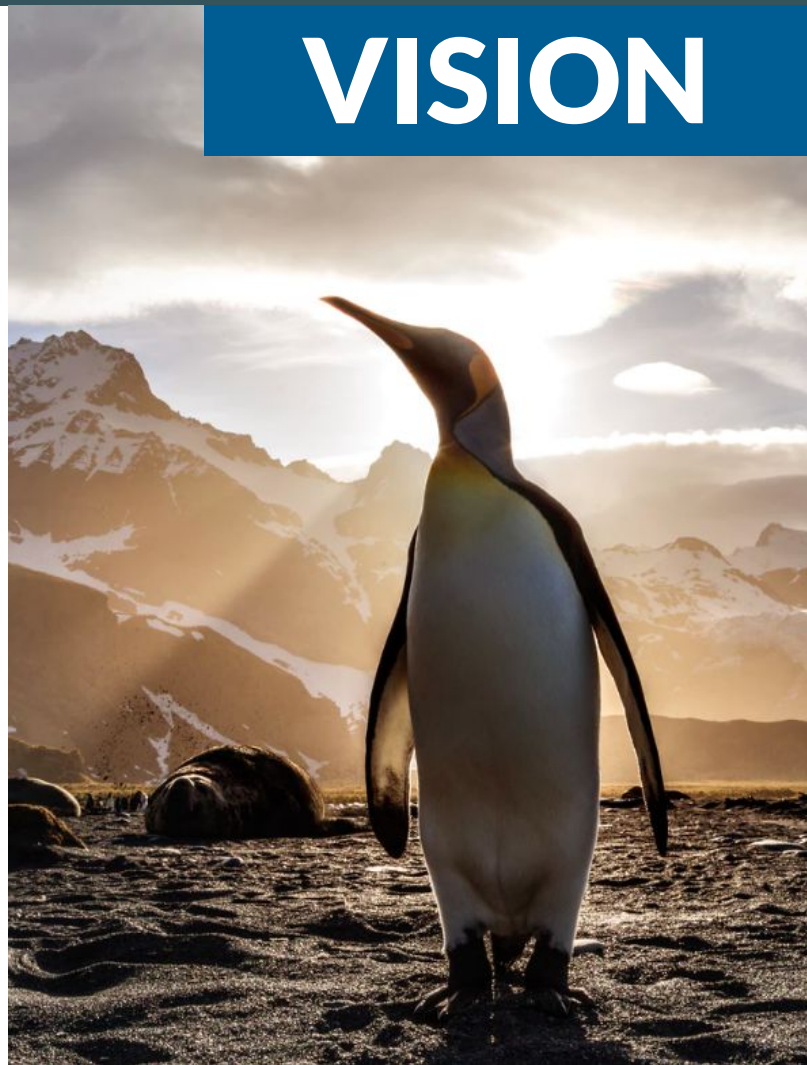
- Use your purpose to inspire employees!
- Set goals based around your mission

NICHE

Who is your target customer?

- Create a specific marketing list, qualify and disqualify leads quickly using your niche
- USP: Unique Selling Proposition

VISION



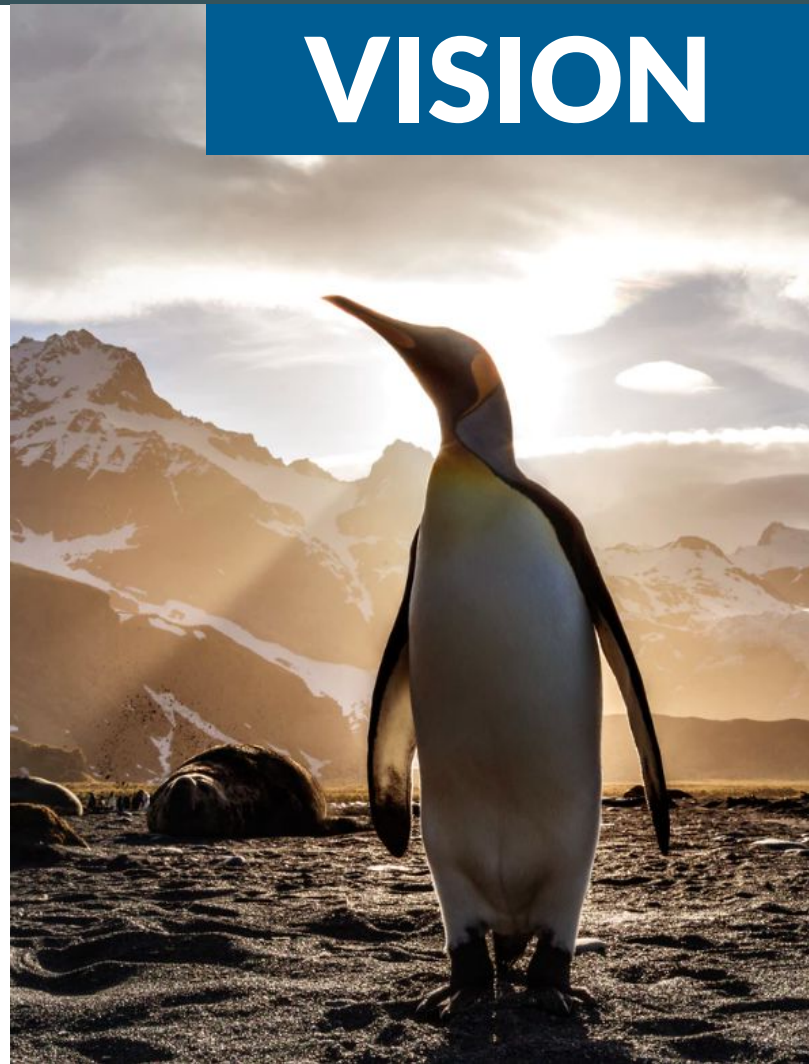
10, 3, AND 1 YEAR GOALS

- Create a BHAG (Big, Hairy, Audacious Goal)
- 10 Year Goal: realistic, but still a stretch

How will you reach your 10 year goal?

- What needs to happen in 3 years to get you 1/3 of the way to your 10 year goal?
- What needs to happen in 1 year to move you towards your 3 year goal?

VISION



WORKING BUSINESS PLAN

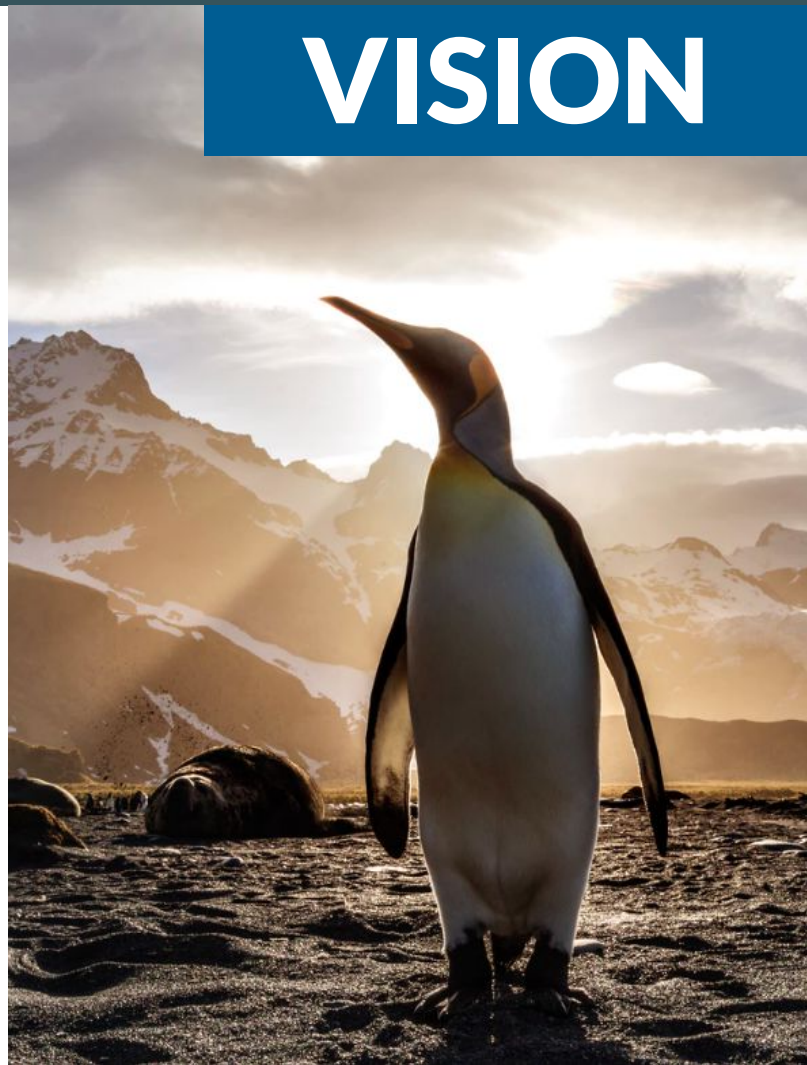
- Core Values, Purpose, Mission
- Niche & Target Market
- USP: What Makes You Unique?
- 10 Year Target
- 3 Year Goal
- 1 Year Goal

How are you going to get there?

- Current issues
- Goals for the next quarter and year (Traction)

Download: www.jessigurr.com/wpyall

VISION



WORKING BUSINESS PLAN

VISION

Working Business Plan: Vision, Goals, and Issues

CORE VALUES	
PURPOSE	
MISSION	
TARGET CUSTOMER	
USP	Three things that make my company unique: 1. 2. 3. <i>Don't forget to highlight this USP in all of our marketing initiatives!</i>
10 YEAR GOAL	Date:

Working Business Plan: Vision, Goals, and Issues

1 YEAR GOAL	Due Date: 33% of 3 Year Goal: What Issues are Currently Preventing You to Hit This Goal? 1. 2. 3. 4. Annual Measurable Goals: 1. 2. 3. 4.
Q1 GOAL	Due Date: 25% of One Year Goal: What Issues are Currently Preventing You from Hitting This Goal? 1.

Download: www.jessigurr.com/wpyall

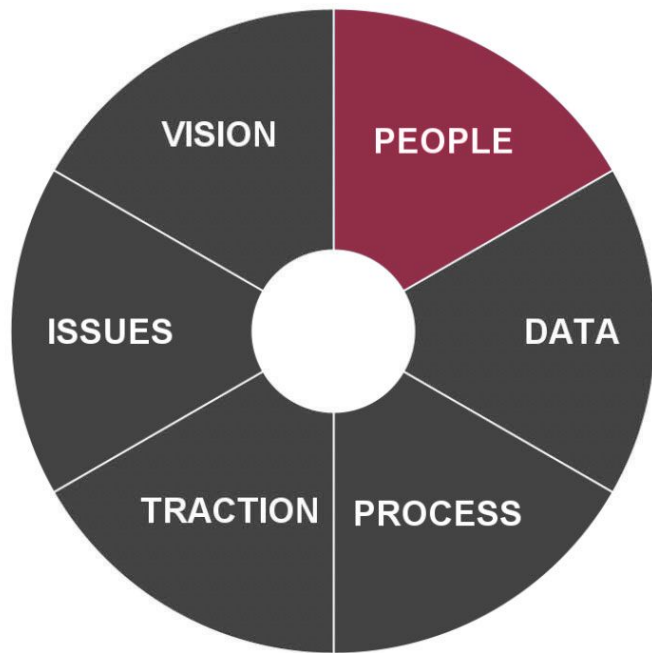
PEOPLE



PEOPLE

YOU NEED THE RIGHT PEOPLE TO HELP YOU REACH YOUR BUSINESS GOALS

- Leadership Team
- Update Organization Chart
- Right People in the Right Seats
- Address People Issues FAST - Hiring and Firing



CREATE A LEADERSHIP TEAM

Business Growth is hard.

Many hands make light work.

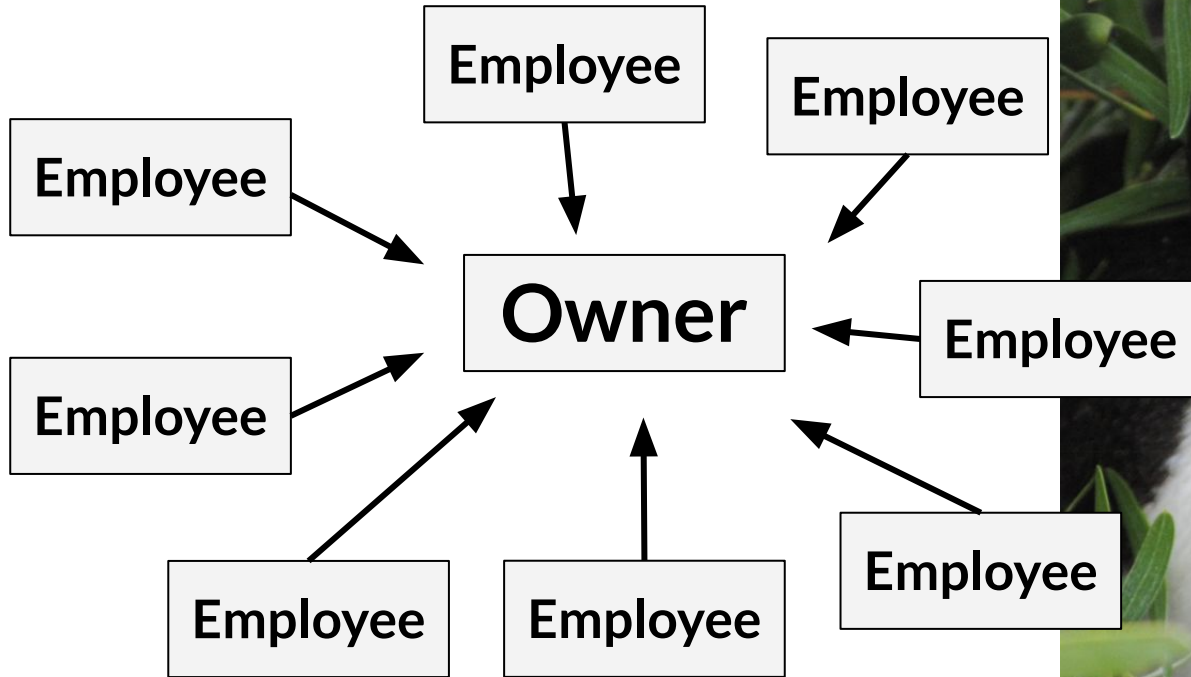
- Core values check
- Is everyone working to the same goal?
- Share your values, vision, and purpose

Form a Leadership Team

PEOPLE



RECIPE FOR ULTRA FAST AGENCY OWNER BURNOUT



PEOPLE



ORGANIZATION CHART

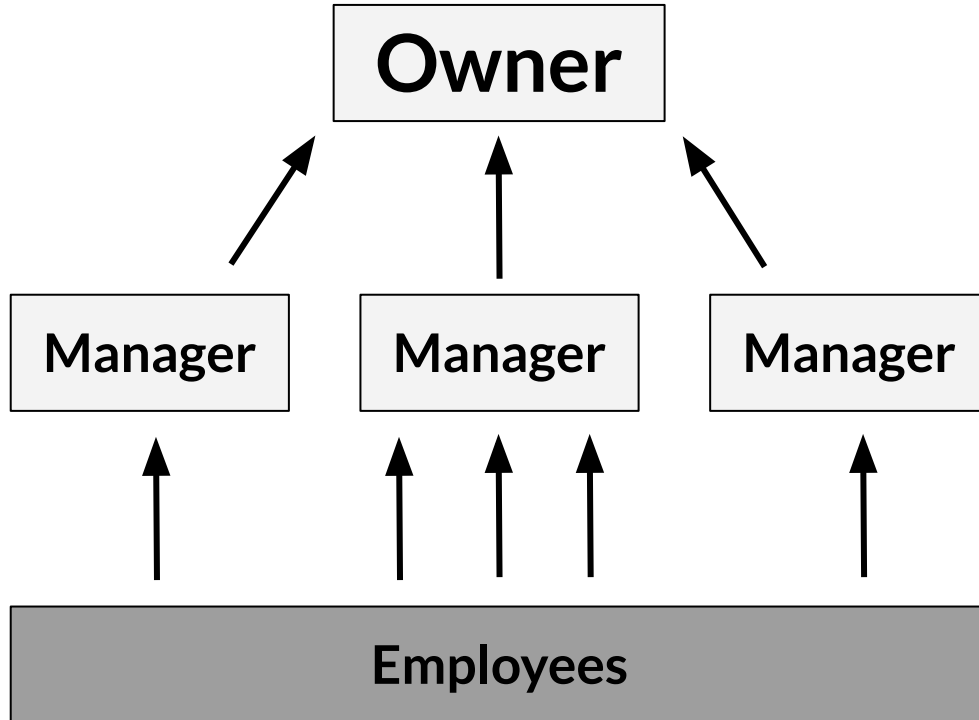
A well defined organization chart will help you keep tabs on accountability without getting worn out.

- How many people report directly to you?
Limit this to 3-5, maximum
- Do your employees know who to approach if they have questions, or issues?
- Which team members have management roles vs. production roles?

PEOPLE



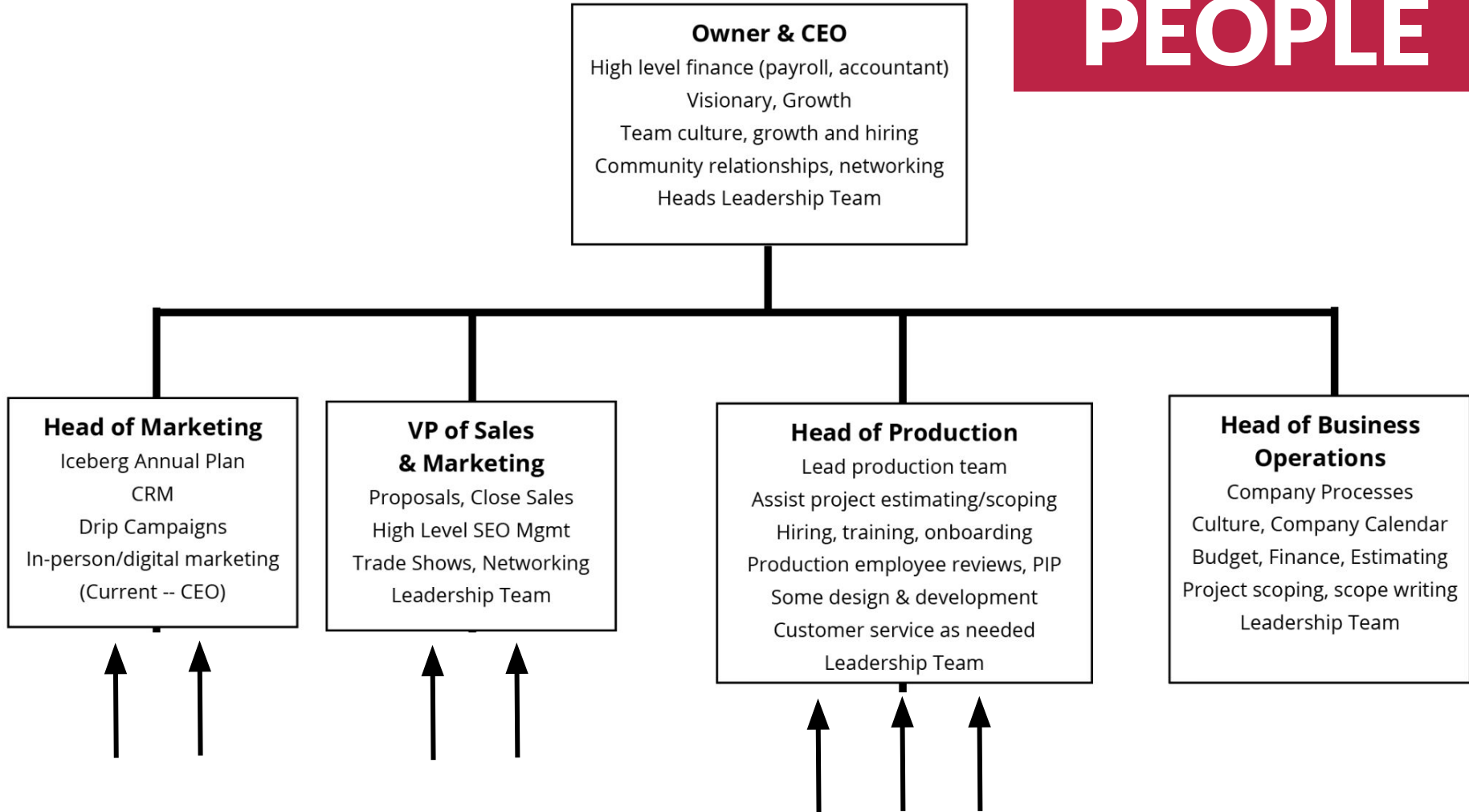
YOUR LEADERSHIP TEAM



PEOPLE



PEOPLE



RIGHT PEOPLE, RIGHT SEATS

You can train technical skills, but you can't force an employee to align with your vision if they just don't agree with it.

Finding the Right People

- Check your values before you hire
- Do applicants fit your business culture?
- Do applicants share your core values?
- Strengthsfinder/MBTI/other assessment

PEOPLE



ARE YOUR EMPLOYEES IN THE RIGHT SEATS?

Ensure employees are in the right seat from the start, or course correct and modify as needed.

- Write well-defined job descriptions that will not drastically change as your business grows
 - *Example: in my agency, everyone wants to be a web designer. But some positions will just never grow into this job title.*
- Set clear expectations up front
- Ask employees about future growth goals

PEOPLE



THE 'GWC' TEST

- **Get it?** *Do employees understand their job description?*
- **Want It?** *Do employees want to do that Job? Or would they rather do Something different?*
- **Capacity?** *Do employees have the skill set and the time to perform their job?*

PEOPLE



ADDRESS ISSUES QUICKLY

Your business cannot afford to keep the wrong person in the wrong seat.

Address performance or culture issues quickly - within 36 hours.

LEAN ON YOUR CORE VALUES

- Performance improvement plans
- Terminations



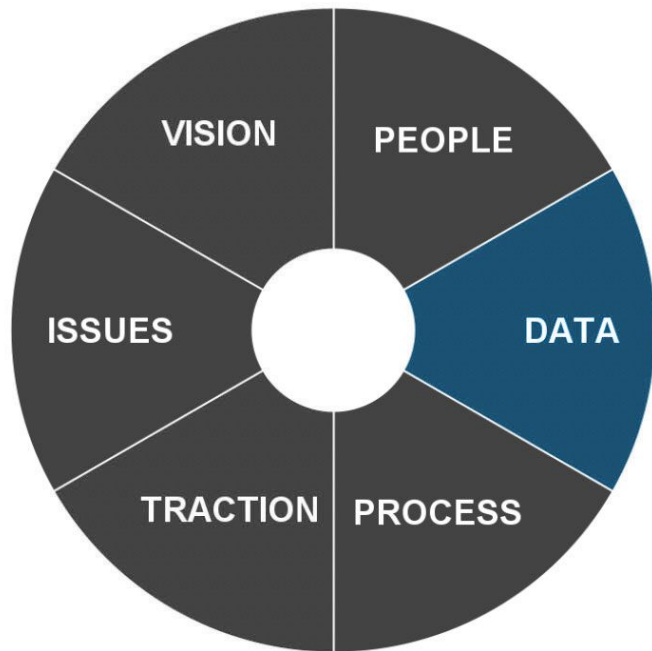
DATA



DATA

**IF YOU WERE ON A DESERTED
ICEBERG AND RECEIVED ONLY
10 NUMBERS ABOUT YOUR
BUSINESS EACH WEEK...**

*What data do you need to know
if your business is thriving or
dying?*



THE WEEKLY SCORECARD

- Determine Which Numbers are Important
- Set Goals for Your Data
- Every Person on Your Leadership Team is Responsible for Keeping Track of at Least One Number

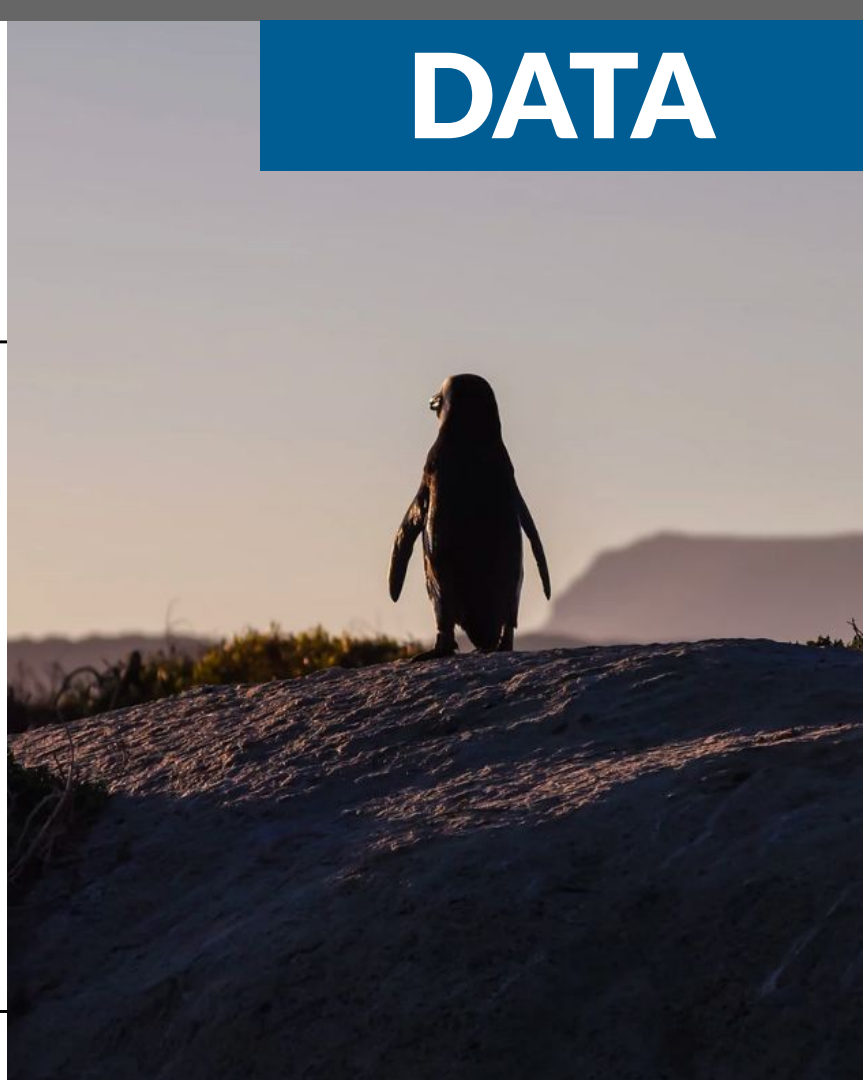
DATA



GO BACK TO YOUR WORKING BUSINESS PLAN

Q1 GOAL	Due Date: 25% of One Year Goal: What Issues are Currently Preventing You from Hitting This Goal? 1. 2. 3. Action Items for The Quarter: 1. 2. 3. Data You Will Track: 1. 2. 3. 4.
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DATA



THE WEEKLY SCORECARD

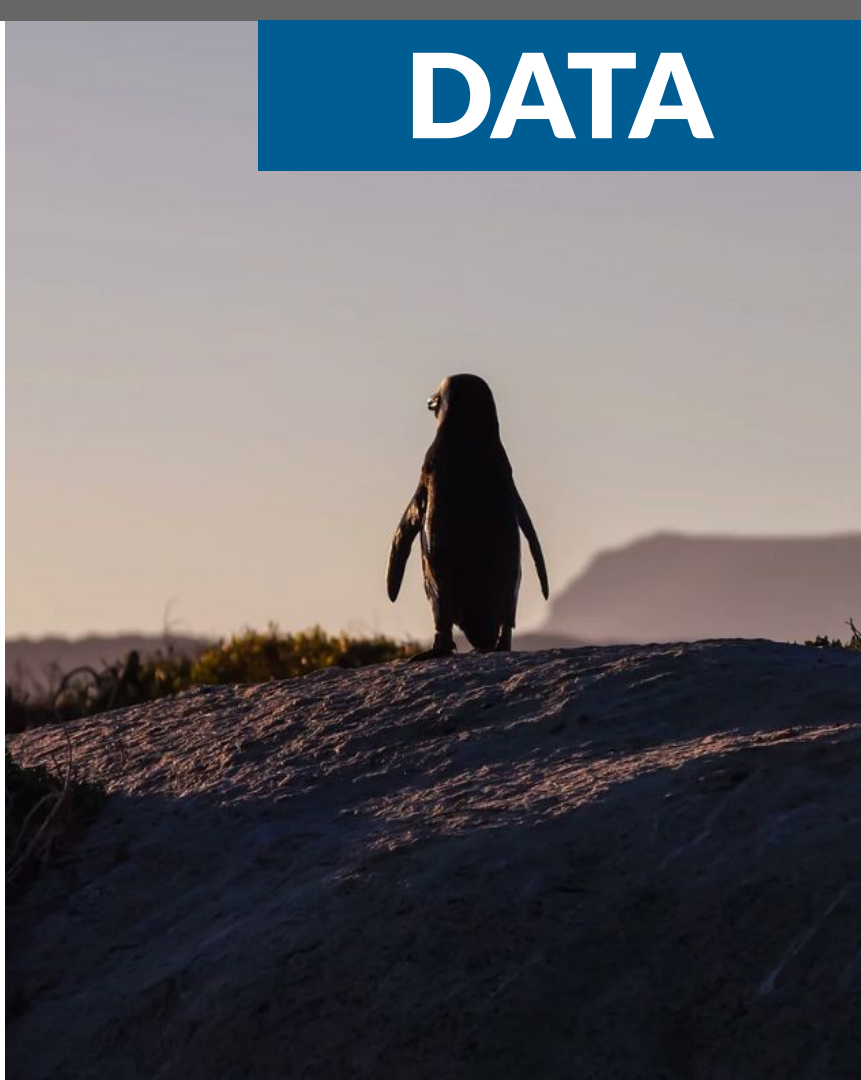
Who	What	Goal	Week 1	Week 2	Week 3	Week 4
<i>Shane</i>	Proposals Delivered	3	2	1	0	1
<i>Mariann</i>	Closed Business	\$10,000	\$8,000	\$13,000	\$9,500	\$11,000
<i>Kari</i>	Websites Live	2	0	1	3	1
<i>Jessi</i>	Savings Balance	\$200,000	\$60,000	\$65,000	\$55,000	\$50,000
<i>Heather</i>	Blog Posts Published	10	12	11	12	14

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DISCOVER BUSINESS TRENDS

COURSE CORRECT

- Sales cycle
- Slow vs. Busy times of the year
- Action Plan When Numbers Don't Line Up With Your Goals
- Don't change your goal numbers!!



CREATE DEPARTMENT SCORECARDS

- Determine what numbers you want to track for each department (support tickets solved, positive reviews, etc.)
- Set Goals for Your Data
- Every Person in Your Company is Responsible for At Least One Number

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DATA



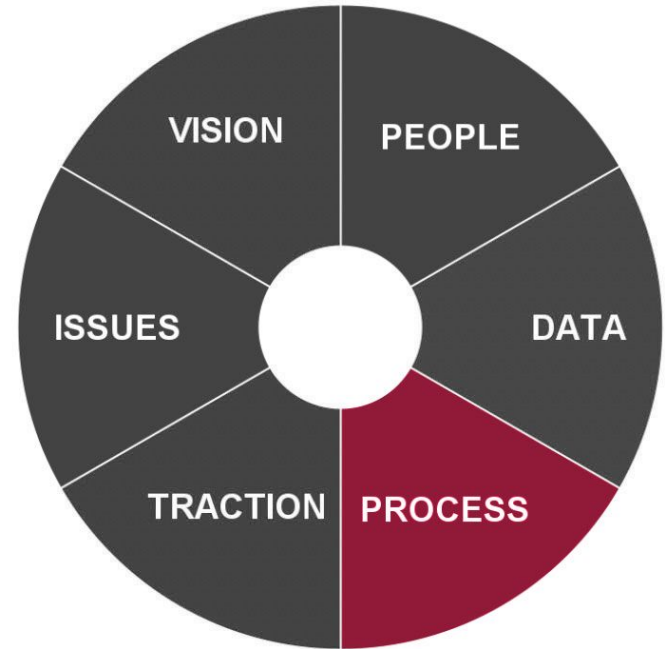
PROCESS



DOCUMENTED PROCESSES HELP YOU SCALE

- Core Processes
- Departmental Processes

Use your processes for quick onboarding, reliable products/services, and flawless customer service.



CORE PROCESSES

6-10 high level processes encompassing the core parts of your business

- Employee Process (onboarding, exit)
- Marketing Process
- Sales Process
- Production Process
- Accounting Process
- Customer Service Process
- etc.

PROCESS



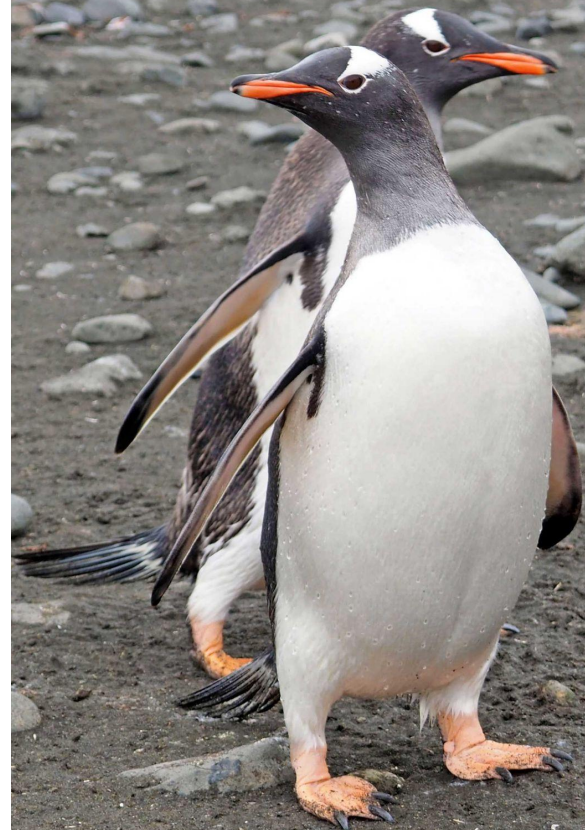
DEPARTMENTAL PROCESSES

More specific processes used for training, consistency, and scaling your business

Inbound Sales Process

- Language for receiving leads
- CRM link and instructions
- Define follow up intervals
- Proposal writing instructions
- What happens at close

PROCESS



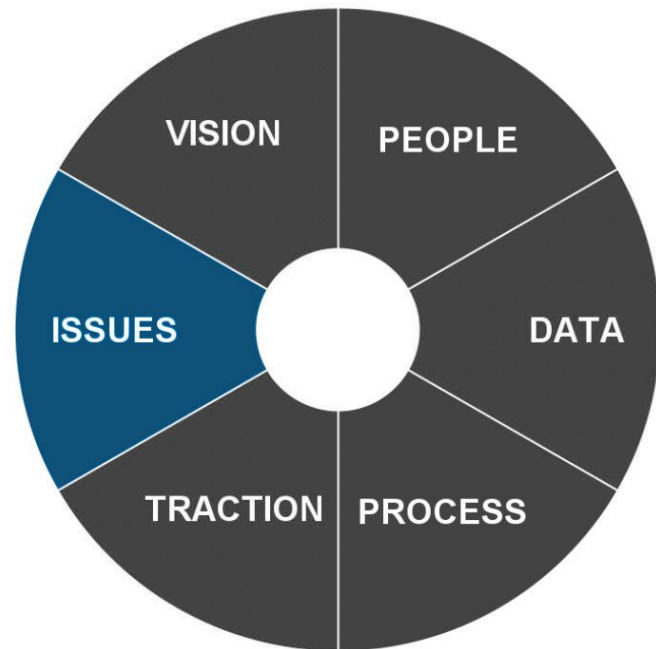
ISSUES



ISSUES

**YOU HAVE 10 FIRES TO PUT
OUT AND YOU BARELY
TOUCH THE FLAMES BEFORE
A NEW ONE STARTS.**

You might have an Issues issue.



THE 'IDS' PRINCIPLE

- **IDENTIFY** *Identify your issues - list them all!*
- **DEFINE** *Rank issues: High, Medium, or low priority.*
- **SOLVE** *Solve in the order of most important. Do not attempt to solve issues #2 until issue #1 has a list of action items.*



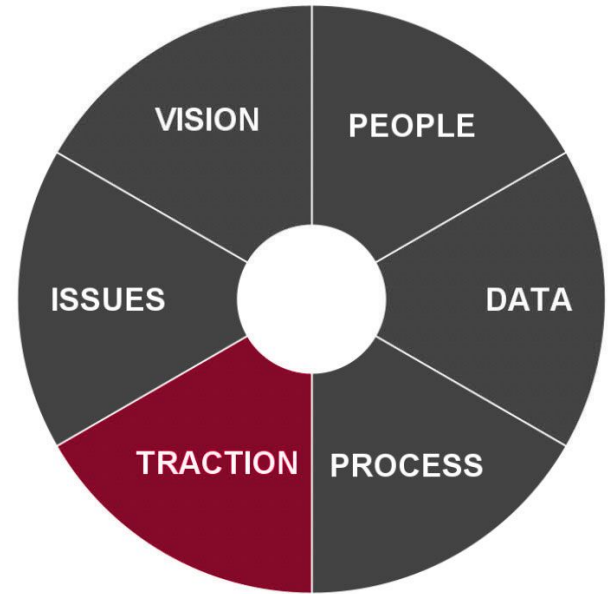
TRACTION



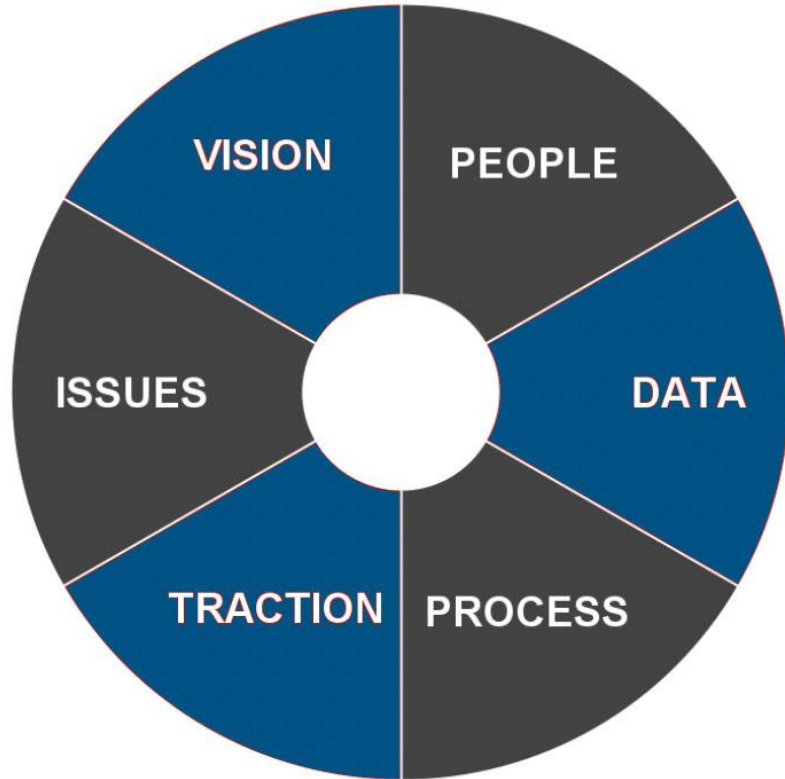
TRACTION: PULLING IT ALL TOGETHER

- Weekly meetings to review your data and solve issues systematically
- Quarterly Meetings to set goals and revise your working business plan
- Annual meetings to review your processes, people, vision, and update your working business plan

TRACTION



RECAP: THE SIX COMPONENTS OF EOS TO MASTER



- Bring order to your business
- Set and achieve your business goals
- Find the right employees
- Start with just 2-3 to see massive results!



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