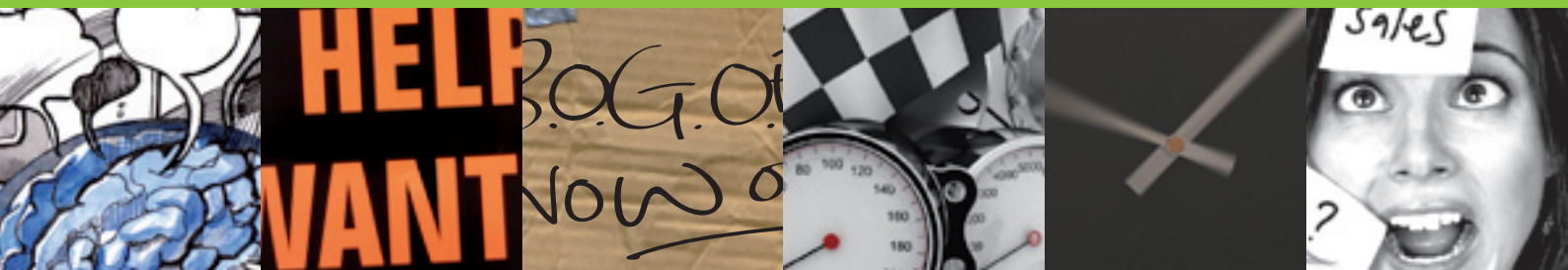


THE SIX BIGGEST MISTAKES BUSINESS OWNERS MAKE



& THE “**FREEDOM KEYS**” YOU NEED TO DRAMATICALLY
INCREASE PROFITS & GET TIME BACK FOR YOURSELF




THE ATTITUDE FOR BUSINESS

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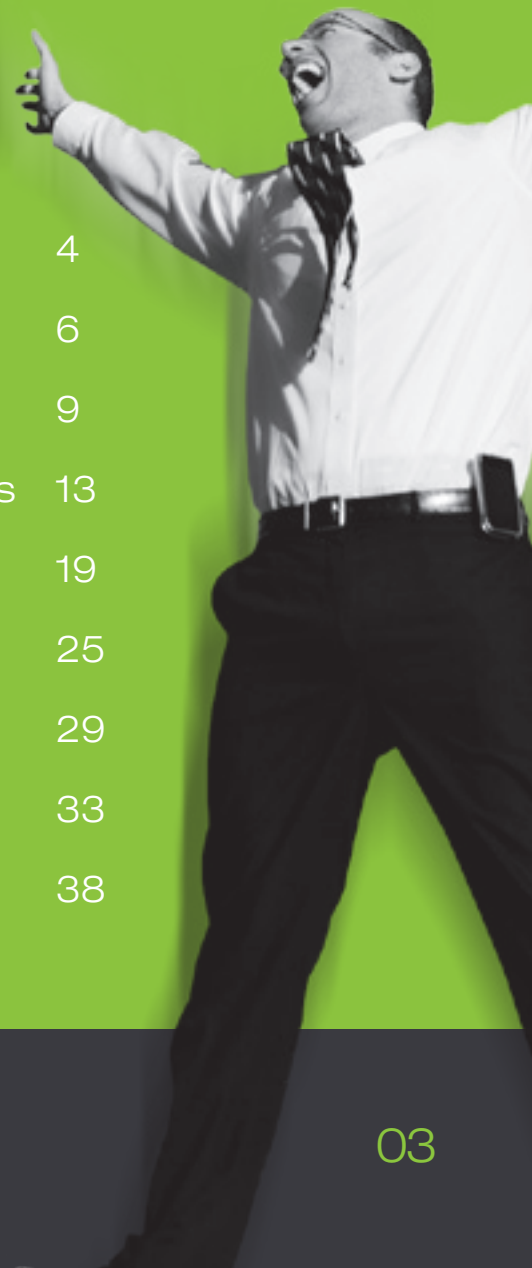
BY RUDI JANSEN

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Introduction

Are you in Prison?

That might seem like a strange way to begin a report about helping you grow your business...but if you're like many of the business owners I've worked with over the years, you probably have a sense that you're trapped in your own company from time to time.



After all, if you...

- **Work longer hours, but never feel like you're getting ahead...**
- **Have to work more to make less...**
- **Worry that your competition is outperforming you -- and that you can't quite catch up...**
- **Spend more time dealing with business-related anger and frustration than celebrating success...**
- **Are looking for new ways to help you reach your goals...**
- **Need to acquire new customers fast...**
- **Wish you could spend more time growing your business instead of dealing with team issues...**

...Then, chances are, you're committing one or more of the six biggest mistakes I see business owners make over and over again.

Fortunately, this report will help you change all that.

Real Life Success Story

“When we got started with KanDo Business Coaching, we’d been in business for over 20 years and were running around like headless chickens. But we wanted to be the kind of business owners who could drop in on occasion and just check on things after our many holidays.

“Now we’ve got solid marketing systems in place, a long-term growth plan...and it’s worked. “

The result?

“We have freedom -- real freedom. And that’s exactly what we always wanted.”

Jon and Kim Sutton, B-C-E

There are proven, powerful ways to increase your cash flow and profits with less stress and strain and more free time than you currently think is possible. And this increase in profits will allow you to accomplish more of the dreams you have for your business, family, and life.

All you have to do is master the Freedom Keys I’m about to reveal...and you will begin to see immediate results.



But be forewarned.

These Freedom Keys aren’t “rocket science”. They’re simple. Some may be tempted to write them off because they’re too simple.

Don’t make that mistake.

In my experience working with entrepreneurs, these six Freedom Keys make all the difference in the world between businesses that grow month after month and year after year...and businesses that struggle to keep the lights on. In this report, I’m going to open your eyes to the goldmine of possibilities sitting right in front of you. If you have the foresight to put them into action, you can be among the top tier of business owners who produce consistent, predictable, impressive returns.

Are you ready to make your business work for you?

Then let’s begin

Getting Started

How to use this report

Let's get one thing straight: in order to get the most out of **"The Six Biggest Mistakes Business Owners Make"**, you've got to actually implement the strategies I share. If this report ends up on your virtual shelf, never to be touched again, it does neither of us any good.





So for best results, here's what I recommend...

1. Read the entire report in one sitting

I've designed it to be a fast read. So turn off the phone, logout of your inbox, pour yourself a cup of tea and invest 23 uninterrupted minutes with me to improve your business. You'll be glad you did.

2. Grab a notebook and pen - or better yet, print the report and make notes in the text itself.

As you read, you'll have insights and ideas come to you. Write them down.

3. Set goals based on what you read.

All the information in the world is useless... unless you turn it into action steps, and more importantly, follow through. After you have finished reading, take a few minutes to go back through your notes and set at least 3-5 solid goals as a result of what you've read.

4. Find an accountability partner

If you're like 97% of the business owners I work with, you understand intellectually what needs to be done...but often lack the organisation, motivation or follow through to make it happen. Choose an accountability partner wisely -- someone who takes you seriously, who can keep you accountable, who understands how to produce solid business growth, and who has a vested interest in your success.

Many of our clients discover that there's no one in their immediate circle who fits the bill, which is why they work with KanDo.

If you would like to, after you've finished reading this report, call us direct at **0114 2180627** for a complimentary consultation.

We'll focus 100% on your specific challenges and give you specific ideas to implement. In addition, we'll provide you personalised support, answers to all your questions, and additional strategies and tools that can help you get better results faster.

Notes

Big Mistake #1: No Strategic Plan



Big Mistake #1: No Strategic Plan

Renowned organisational consultant Stephen Covey says that all success starts in one place:

Your mind.

He calls it “**beginning with the end in mind**” - having a clear vision of what you want before you begin, just like a building follows a blueprint.

Nine times out of ten, when I work with business owners who want to improve, the very first thing they need to do is create a **Strategic Plan**.

You have to know where you're going, and how to get there, if you ever hope to arrive at your destination.



Here's how to get started...

Imagine that you discover a magic lamp. A genie emerges and asks you what you want 10 years from now.

Paint me a picture of what you've achieved:

- How many offices do you have?
- How many people do you employ?
- What's your turnover in that 10th year?
- What's your profit in that 10th year?

In other words, **if you could achieve anything with your business over the next several years, what would it be?**



Action Steps

1. Create a 5-year Vision
2. Create a 1-year goal
3. Create quarterly projects that make all this possible
4. Split these projects into tasks that you focus on each week & every day

You see, we can approach business growth from two different directions:

1. We can begin where we are now and use increments of “reality” to project into the future; OR....
2. We can start with the end -- with a dream -- and then work backward to achieve it, linking your current circumstances with your future objectives.

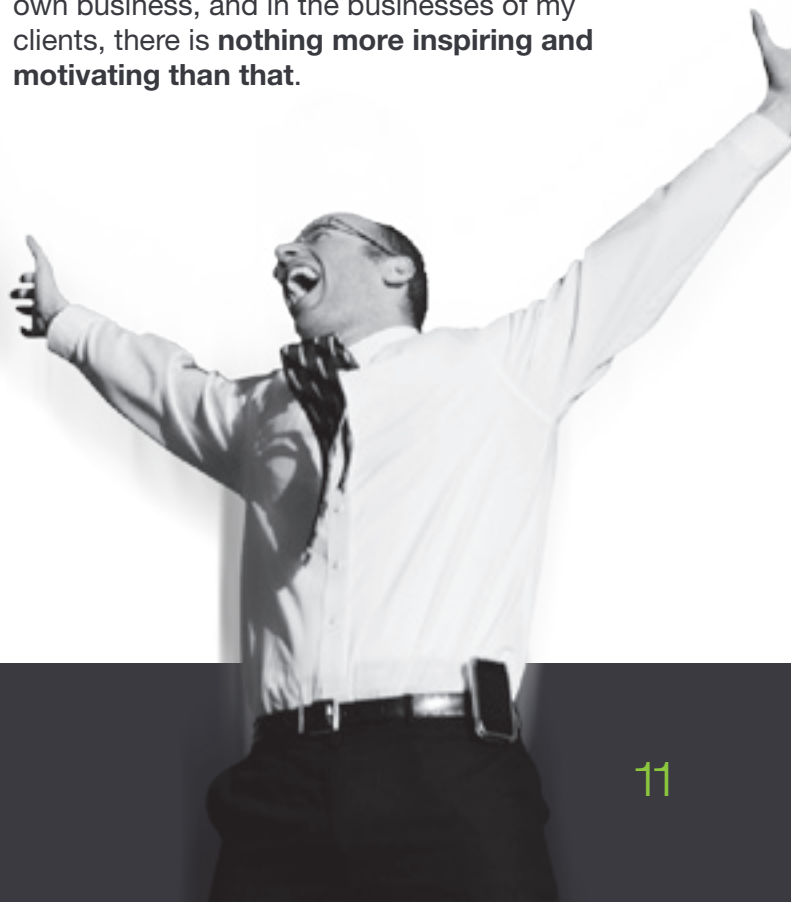
The second is infinitely faster, more effective, and more powerful -- because it's grounded in a solid vision for what you want -- a clear, definite objective. Without it, you waste a lot of time following false paths that don't actually produce the life and business you want. But with it...decisions become easier, motivation increases, and success becomes attainable.

Why?

Because your objective becomes the yardstick by which you measure all your business decisions: does this action bring you closer to your targeted outcome, or move you farther from it?

Then, once you know where you're going, you can break your Big Picture goal into smaller, achievable, incremental objectives -- starting with a **5-year vision, a 1-year goal, and then the quarterly projects** that will make it all possible. And these quarterly projects become the foundation for the tasks you focus on each day and each week. When you approach it this way, suddenly the actions you're completing today, this instant, are tied into your long-term, big-picture goals -- and you are building the business of your dreams step by step and moment by moment.

And I can tell you from experience in my own business, and in the businesses of my clients, there is **nothing more inspiring and motivating than that.**



Notes

Big Mistake #2

Ineffective Recruitment Methods



Big Mistake #2:

Ineffective Recruitment Methods



Recruiting the right people is arguably one of the most important things you can do to support the long-term



success of your enterprise. And yet so many business owners approach recruitment as an afterthought. They put a half-hearted ad in the local newspaper and hope they get lucky.

This is one of the biggest mistakes you can make if you want your business to succeed.

After all, when it comes to growing your business, you can either have a dream team of A-Players doing the day-to-day tasks for you, so that you can focus on achieving your big-picture goals...OR you can have a team that sucks your energy, time, and focus -- so that you never quite get ahead.

The Freedom Key solution to this problem is called **An Employee Acquisition Plan** -- and you simply must implement one if you want to reduce team-related headaches, shrinkage, and waste...not to mention find real, high-quality candidates to take over the running of your business once you decide it's time to move on.

Your first step is to rate your existing team members to decide whether they are indeed A-Players and if they even deserve to be on your team in the first place.

Here's a simple formula that will help you do it...

Rate each employee on a scale of 1-10 in two categories -- Attitude and Ability -- where 1 is terrible and 10 is brilliant.

Add the total together, then divide by 2 to get their overall score.

For example...

Let's say that someone gets a **6 for attitude** and **9 for ability**.

So $6 + 9 = 15$, and $15/2 = 7.5$

A good rule of thumb is if someone gets 8 or less, there needs to be a **VERY good reason for them to be on your team** (such as massive potential). If not, you should seriously consider letting them go. Do this for all your employees and you'll be surprised at the kind of results you get. This may sound harsh, but it's important that you weigh the energy losses you experience on a daily basis due to the wrong people, against the gains you'll receive from a team that operates well.

Next, you have to hire quality people to fill current openings and, over time, to help those who aren't a good fit with your company find a situation better suited to them. I always like to say that hiring is a lot like fishing: the more fish on deck, the more choosy you can be!

Here are four simple steps to making it happen...

1. Write a Brilliant Job Description.

The best way to catch a lot of fish (especially the right kind of fish!) is by using the best bait possible.

Most job descriptions are anaemic and weak. Make yours stand out! Write your job descriptions in **"what's in it for the applicant"** language; be specific about the personality characteristics and qualifications needed; include the hours and earnings potential. **Here are a couple of examples, feel free to borrow them the next time you have a vacancy:**

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ge to
one
High
to one
issues
imer's

If you're the
personal assistant
we're looking for,
you'll be...

Driven, successful, and
great at selling over
the phone.

Persuasive, independent when
needed, sociable, assertive,
and convincing.
Pushed, asked to achieve
great results, taught about
business marketing and
ultimately trained to manage
a team. Responsible for
following up leads and selling
to business owners over the
phone. Answering calls from
clients and prospects, getting
marketing letters in the mail,
keeping communication
flowing in the office.

Ready to sell to dozens of
business owners every week.
Someone who only accepts
the best performance from
self and others, and fired up
about taking on a long-term
challenge to create success in
your life and business.

Full-time hours,
earnings potential
up to £30,000.

If you believe this is you, be
ready to show us why when
you call before 5 p.m. this
Thursday. NUMBER.

NICE
must
much

change

to l
weste
ments
Pau
of asse
would
that
be
Al
that
compu
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demer
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"Th
a day
to-d
thou
The
wheth
but on
its pro

Here's another



The example above is really effective for a sales position. I know it might sound a little harsh, but that's exactly what it's meant to do: **it will DE-SELECT underachievers** and people with low confidence so that you are guaranteed to get A-players applying.

2. Generate Leads.

When hiring, you've got to be proactive! It's not JUST about writing a great job description. It's about getting that description in the hands of the right people. Here are seven great ways to find quality candidates...

1. Look within your organisation first; who can be promoted?
2. Call past high-quality team members and ask them, "Is there anything I can do to get you back?"

3. Post a sign on your door/window.
4. Post an ad online.
5. Advertise in trade magazines and publications -- this is a wonderful way to get highly targeted applications.
6. Create a recruiting incentive program and announce it to their team. Give team members a bonus if they bring in a high-quality candidate.
7. Go to networking events and remember that every conversation is a potential interview.

The point is to recognize how important hiring is to your organisation, and to be completely engaged in the process of finding the right fit.

3. Implement a Pre-Interview Screening Process.

Too many business owners waste unnecessary time interviewing candidates who are not truly qualified. Fortunately, you can eliminate a lot of less effective candidates quickly, just by implementing a simple screening process.

Here's a great strategy I recommend before you get to actual, in-person interviews...

Voice Mail Screening

Set up a special voice mail box for screening purposes. In your job description ad, have candidates call the number and leave a message BEFORE they even submit a CV. **Listen to the responses.** Ask the applicants whose messages impress you most to send a CV and complete a psychometric profile.

Here's the exact scripting
I recommend you use:

Hi and thanks for calling **[your company]**,
located in **[your city]**.

My name is **[your name]** and I'm the founder
of the company.

[Your company] is...

Right now we're looking for a **[name of position]**. The responsibilities of this position include **[responsibilities]**. **[Your company]** will provide [training, development]...

The salary package includes health insurance, life insurance, and a pension plan. **[your company]** is **[describe the company and what a wonderful opportunity it will be to work for you and why]**. **[Your name]** is a highly talented, proven winner in the field of **[your field]**. He/she has **[name some of your accomplishments]** and will personally mentor the person chosen for this position.

Now, please take just a couple minutes to answer the following three questions. If you want to write these questions down and call back with your answer, you can feel free to do that:

1. **What actual experience have you had...?**
2. **Name at least three of your top strengths?**
3. **Why do you think you should get this job?**

After you've answered these questions, please leave your name and phone number. If you fail to answer these questions, your application will not be considered. If you don't hear back from us within the next 48 hours, we wish you all the best with your job hunt!

Thanks for calling **[your company]**!



Why is this so effective?

Because, first and foremost, **you want someone with the right personality**. Even if you hire someone who is technically qualified for the job, if they're not a good fit personally, it's going to be hard work for everyone. By listening to the way a person speaks and responds to your initial voicemail questions, you'll learn a lot about them -- and begin to narrow down the field of applicants to those who are truly suited to your company.

Depending on the number of applicants and the nature of the job, **you might even add another layer of screening**: a live phone interview before you get to the final step, an in-person interview.



4. Bring Them in for a Test Drive.

Now that you've narrowed the field of applicants down substantially, you're ready to invest some quality time in them.

Bring them in for a **4-8 hour on-site group interview**. Get a feel for their personalities. Have them complete an on-the-job task or two. Introduce them to the rest of your team. Create a series of interview questions that you use uniformly for all the applicants who reach this stage, and have them focus on actual past experience as opposed to theoretical future possibilities. Then make an offer to the candidate who impressed you most!

If you haven't tried this approach before it may seem a little strange and awkward -- but try it and you'll be amazed. I've seen it work for everyone from builders to accounting firms. Imagine the time, energy, and money you will save when you have a team in place that performs well. Put in the effort required to make this happen. Your stress level and your bottom line will thank you.

Action Steps

Take some time rating your current employees. Here's what you do...

1. Create a list of your current employees.
2. Rate each of them on a scale of 1-10 in two categories: Attitude and Ability.
3. For each employee, add the total together and divide by 2.
4. Analyze the results. Any surprises?

Still struggling to put together the dream team you need?

Call us direct on **0114 2180627** or go to

www.kandobusinesscoaching.com/coaching.html

to schedule a 30-minute Complimentary Coaching Session.

We have dozens of other strategies to help you find, and manage, high-quality employees. Don't neglect this critical aspect of your business for another moment!

Big Mistake #3: Bad or Ad-Hoc Marketing



Big Mistake #3:

Bad or Ad-Hoc Marketing



Whenever I sit down with a new client I ask them what they think is the key to growing their business. 9 times out of 10, they tell me the same thing: "We need to spend more time and money marketing our products and services."

My response? Not in my experience.

Now don't get me wrong. Marketing is important. In fact, I love marketing! I've developed hundreds of successful marketing programs for clients in dozens of industries. But here's the simple truth...

Trying to grow your business by pouring more time and money into marketing that

is already ineffective is like a boxer who steps into the ring leading with his chin: **you're going to get knocked out almost before you begin.**

Now, you're probably thinking: **"But in order to get new customers I need leads. And in order to get leads, I have to advertise...or at least do something!"**



Perhaps, but in a majority of cases, the answer isn't simply doing more -- **it's doing a better job of it.**

And that's why you need this next Freedom Key: **A Tactical Marketing Plan.**

Before I get into the nuts and bolts of improved marketing, let me introduce you to a simple diagram I call The Profit Equation. It demonstrates how small, incremental improvements in a few critical areas actually leads to dramatic growth in your business over time.

The Profit Equation :

Amazing Results From Small Improvements

Leads Generated	500	10% +	550
X	X		X
Conversion Rate	20%		22%
=	=		=
New Customers	100		121
+	+		+
Retained Customers	250		250
=	=		=
Customers	350		371
X	X		X
Revenue/Customer	£500		£550
=	=		=
Revenue	£175,000		£204,050
X	X		X
Gross Margin	56%		62%
=	=		=
Gross Profit	£98,000		£125,095
-	-		-
Fixed costs	£50,000		£45,000
=	=		=
Net Profit	£48,000		£80,695!

As you can see, by achieving a mere 10% improvement in each of the areas in the table you will reap amazing results! And note that most of the improvements are marketing-related: **generating more leads, improving your conversion rate, and getting existing customers to spend more money with you, more often.**

So how do you do it? There are two vital components.

First, establish a system for measuring your marketing.

Every ad, blog post, postcard, or letter should ask your prospect to do something as a direct result of seeing or hearing your message -- so that you can track the precise result you get. (This action doesn't necessarily have to be a buying decision -- often it's simply the next step in your sales process.) Then, you must measure how well your marketing pieces perform. Once you know which ads are effective and which aren't, you have the information you need to save (and make!) a tremendous amount of money, simply by using those that bring in leads, and disregarding those that don't.



Real Life Success Story

“When we started working with KanDo Business Coaching, business was growing well, but we found ourselves working harder and harder – and yet, we wanted to double our business. We knew we could use the help of a business coach to help us achieve that.

“A year later, sales are up 100% and profits up by more than 70%. Best of all, we’re working ourselves out of the business, so that we can be the people who run the business, NOT the people who work the business.

“Your coach will change the way you think about business. You’ll learn how to run your business, manage your people, manage yourself, and understand opportunities better.”

Rob Townsend
NexStor Ltd

Second, begin measuring your results by implementing high-impact, low-cost marketing tactics.

Here are some of my favourites...

1. Ask for referrals

If you’re like most business owners, anywhere from 50%-80% of your new customers come from referrals and word-of-mouth (if that’s not the case for you, you’ve got some major room for improvement here). And yet, many companies have NO formal, incentivised referral system in place. I’ve had clients more than double their lead flow by implementing a formal and systematic referral process.

2. Create a rewards program

Reward customers for buying frequently! Create a membership or rewards program that helps your customers feel more involved... and encourages them to come back more often! Everyone loves to feel like they belong somewhere or get special care just because of who they are.

3. Invite inactive customers back

Remember: you can’t get what you don’t ask for. So send periodic invitations and special offers to customers who haven’t been in for a while. You’ll be amazed at how much more responsive a list of former customers is than a cold list.



Action Steps

Ready to start systematising your marketing? Here's what you do...

1. Review each of the five marketing strategies.
2. Ask yourself: which one method can I put in place as a systematic approach over the next 30 days?
3. Then ask: who/what do I need to help me with this?
4. Make a plan and implement it now!

4. Understand why people leave

Take great care to track your customers so that you can become aware when they've stopped coming back to you. Whenever you lose someone, see if you can find out why they left. If possible, speak directly with them and ask what you could have done to retain their business. It might be a little painful to hear about complaints or problems -- but if one person has had a negative experience, chances are others have experienced something similar. This information will be invaluable as you make systematic improvements in your business to increase retention over time.



5. Send an email newsletter

If you want to maintain a relationship with your customers, even when they don't have an immediate need for your products and services, the answer is simple: communicate with them! One of the best ways to do this is through email newsletters. Send them interesting, informative articles that they can use in their daily lives.

Worried that you won't have time to create a newsletter each month? **Check out Elance.com or Guru.com** and search for ghostwriters, copywriters, and content writers. You can usually find surprisingly affordable providers who will take the burden of creating and deploying your email newsletters on your behalf...so you don't have to worry about it.



Notes

Big Mistake #4: No Sales System



Big Mistake #4: No Sales System

Regardless of your industry, one thing makes the world go 'round in business: sales.

So if you don't have a sales team that sizzles, your business will really struggle. Along with the concepts we addressed in the previous chapter, poorly managed sales team and a lack of a systematised sales process is one of the biggest problems I see business owners make.

Think of it this way:

As a business owner, you're running water into a bath -- but the bath has holes in it. Too many people believe that the solution is to open the tap wider. On the contrary, first you've got to plug the holes...and then you'll be able to conserve a lot more water!

The bath is your sales process and the tap is your marketing. Throwing more money and time at sales and marketing is like pouring more water into a leaky bathtub...it's wasteful and inefficient!



The Freedom Key that will help you correct it?
A Sales Management System.

Here's how to set it up.

1. Develop Key Performance Indicators for Your Sales Team.

First things first, you need to know what specific numbers your sales team needs to hit in order to make your business thrive. This sounds simple enough, but you'd be surprised at how many businesses fail to calculate these numbers!

Of course, it's not as simple as just setting some arbitrary standard and leaving it at that. To be most effective, you need to base these numbers on actual, past results – so that you're not creating goals that are either so high that they're unattainable, or so low that they don't stretch anyone.



2. Tie Your Employees' Performance to their Salary.

When your team has a vested, financial interest in their results, their output will soar. Some business owners shy away from this, but believe me when I say that almost nothing you do will prove more powerful in terms of increased effort and productivity.

3. Create an Environment Where Your Sales Team Can Thrive as Individuals.

Everyone is different. They are motivated by different passions and goals. Effective sales managers understand this, and motivate their people by showing them how reaching their sales targets will help them achieve what they really want out of life.

Finally, make sure the work environment is positive but includes some friendly competition. Create contests with fantastic incentives. Give generous bonuses when people meet and exceed their sales objectives. Make working for you a rewarding experience – and you will be rewarded handsomely.



4. Provide Your Team the Resources They Need.

Make sure your sales team has everything they need to be successful. This includes Customer Relationship Management technology that makes it easy for them to track and manage all their accounts, solid scripting, high quality leads, and ongoing training to help them hone their skills and improve their results.



Action Steps

Systemise Your Sales

Ready to start systemising your sales? Here's what you do...

1. Write down which of the steps in this chapter you're missing.
2. Next to each missing step, write what can be done to rectify the situation.
3. Finally, assign someone to be responsible for each missing step and write it down -- as well as a deadline for implementation.

5. Hold Your Sales Team Accountable for Their Performance.

More than any other department, you need to keep your eye on the sales team to make sure they're meeting their objectives. One basic way to track their performance is to create a simple spreadsheet, as demonstrated below:

Name of Prospect	Week of March 1	Week of March 8	Week of March 15	Week of March 22
Clyde Jones	Received email enq	Made follow up call	Presentation	CLOSED!
Nancy Hills		Inbound call inquiry	Emailed response	Presentation

The idea is that you track both the prospects and their progress based on the actual actions your salesperson is completing. This will show you not only how effective the individual team member is...but when you implement it across your company, you'll get a picture for how effective your overall process is and begin to give you ideas for how you can streamline and improve. Sometimes, this single step can create dramatic growth!

Then, review the numbers with your sales team weekly. Coach them as necessary to help them get bigger and better results.



BONUS Resource: Key Performance Indicator Tracker

As a bonus thank you gift for reading this report, I'd like to give you a **FREE template** you can use to track your sales team's performance, as well as train and motivate them!

To request it, simply go to **www.kandobusinesscoaching.com/kpi.xls** or call the office direct on **0114 2180 627**.

Big Mistake #5: Poor Time Management



Big Mistake #5:

Poor Time Management



Many of the business owners I work with come to me exhausted, discouraged, and at the end of their tether. “There’s not enough time in a day and I’m running around like a headless chicken”, they tell me. “I know I need to spend more time focusing on strategic growth, but how will I ever find it?”

If that sounds familiar, then this chapter is for you. Because if there’s one mistake I see entrepreneurs make over and over again, it’s mismanaging their time -- and, as we all know, time is one of the big keys to unlocking your true business potential

Fortunately, there is a simple solution – The Freedom Key I call **A Time Management Plan**.

Here’s what you do...

1. Learn the Four Quadrants of Effective Time Management.

This framework comes from Dr. Steven Covey’s classic book, *The 7 Habits of Highly Effective People*. In it, he said that there are four quadrants into which all tasks fall.

The Four Quadrants of Effective Time Management

Important and Urgent	Important and Not Urgent
Not Important and Urgent	Not Important and Not Urgent

Important and Urgent

The first quadrant, important and urgent, consists of things you simply must do NOW: a crying child, a fire, and so on.

Important and Not Urgent

Working on your business plan, personal recreation, and family time belong here.

Not Important and Urgent

The third quadrant consists of not important and urgent tasks. These are distractions and interruptions, unimportant emails, tasks, and phone calls that compete for your attention in the moment.

Not Important and Not Urgent

The fourth quadrant, not important and not urgent, is the “time-wasting” quadrant: online games, trivia, unproductive meetings and so on.



2. Do a Quick Time Study.

Some advise to track your time for a week, but I believe that most business owners are simply too busy for that. We’ve devised a quick, 10 minute time study template that helps you realise where you spend your time

Once you’ve finished your time study, ask yourself: which of these tasks can I reduce, delete or delegate? Then add up how many hours you would have extra per week. Multiply that number by 50 weeks and you might be pleasantly surprised at how many extra days you could free up per year!

3. Delegate!

I know, delegation is hard for independent, hard-working entrepreneurs who want to make sure everything is done right and don’t feel comfortable leaving their fate in someone else’s hands. But if you ever want to turn your business into a revenue-producing asset, you simply MUST master this skill.

Action Steps

My Time Management Process
Put a check mark by each
of the following once you've
completed them...

1. Complete Super Quick Time Study
2. Compare activities to Dr. Covey's Time Matrix
3. Delegate every task I can
4. Begin a process for filling the team gaps
5. Create my default calendar

4. Fill the Team Gaps.

Once you have identified the tasks you should be delegating, you may find that you don't have sufficient team members to cover the workload. That's when it's time to recruit new people. Be careful of adding overhead unnecessarily -- but sometimes a part-timer for just a few hours a day is a fantastic starting point to help you let go of some of your tasks. Refer to the earlier section on recruitment.



5. Use a Default Calendar.

Your default calendar shows you what to do each hour of each day to be optimally effective. You block the most important things in your schedule as an appointment with yourself... so that you can hold yourself accountable and achieve lasting success.

It's easier to understand when you see it, so feel free to download your own FREE default calendar at

www.kandobusinesscoaching.com/calendar.xls

This is one of the most powerful time management tools you will ever use.



BONUS Resource: Time Study Template

Get your FREE 10-Minute Time Study Template to help you understand exactly how you use your time!

To request it, simply go to **www.kandobusinesscoaching.com/time.doc** or call the office direct on **0114 2180 627**.

Big Mistake #6: Not Enough Delegation



Big Mistake #6: Not Enough Delegation

Regardless of what your business looks like now, if you want to get it to a place where it produces consistent, hands-off revenue, you simply must master the art of entrusting various tasks to other people.

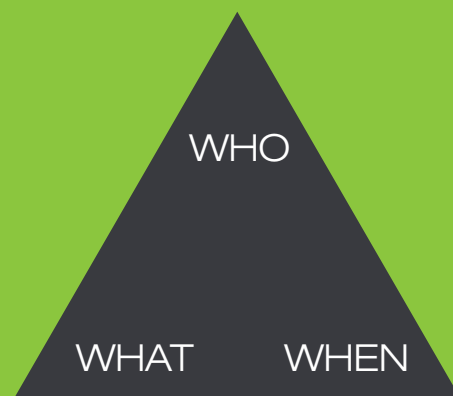
That's why this Freedom Key, **A Delegation Strategy**, will revolutionise the way you work. Here's a question for you: what would you say is the most important part of delegation? Many people believe it's handing out the job -- and that is critical.

But the real answer might surprise you. It's follow-up. That's because making sure the tasks actually get done is the heart and soul of delegation...and the place where most business owners fall short.

Here are a few simple tips to make sure you get it done:



1. Use the Who / What / When Triangle



Here's a simple secret: all effective communication uses this triangle -- not just delegation! So any time you find your communications aren't working, go back to this triangle and ask yourself which of the corners are missing.

For example...

A company owes you money. You call their accounts department and ask them to send you a cheque. A simple enough request. But how many corners are ticked?

Only one: the what.

To be optimally effective, you need all three. Here's how to accomplish it without spending any more time on the front end -- but in such a way that you'll practically guarantee delivery of the cheque faster and with fewer mistakes:

When you call the accounts department, ask to speak to **Mary (the who)**, and then decide together that the **cheque (the what)** will be on your desk by **Monday morning (the when)**.

A fast and easy adjustment to make and, when you do it, all three corners are checked and everything is much, much clearer! You know who to hold accountable to what standard.

2. Create a Delegation Book.

Once you create a communication triangle, it's time to document it. Get a notebook and designate it your "delegation book." On each page, put a single task, including the entire triangle: who, what, and when. Then, review the book for at least 30 minutes a week. If one of the delegated tasks isn't where it needs to be, call the person immediately to open a new communication triangle.

Let's go back to our cheque example. Monday morning arrives and the cheque isn't on your desk. Because you had all three corners ticked, you don't have the hassle of explaining your situation to whoever happens to answer the phone, or have them ask around for "the right person" to help you. Instead, you can call Mary directly:

"Hi, Mary. You said the cheque would be with me this morning, and it isn't. What's the next step?"

Chances are, Mary will explain the delay and then commit to a new triangle: in this instance, let's say she now promises to have it on your desk by Friday morning. Mark this change in your delegation book, create a page per person that you wish to track and go back to it again when the new deadline passes.

In our society, it's very rare that you'll ever have to open more than three triangles with a given person on a given task...so if you keep having this problem with someone, it's probably time to look elsewhere for help.





3. Remember: the Word “Yes” Has No Meaning.

Whenever you assign someone a task, don't ask them whether or not they understand. You have no idea if they were busy planning their holiday or thinking about the kids or going over their shopping list as you were droning on. Instead, say: “What did you understand me to say?”

And they'll reply with a blank stare, half-understanding, or full understanding. Regardless, you'll know what and how to clarify so that everyone is on the same page. This simple question will save you weeks of headache and hassle every year.

Action Steps

Delegation Book
Ready to make your delegation and communication processes more effective?

1. Buy a notebook and designate it your delegation book.
2. Make a page for every person you have who currently has a delegated task
2. Finding some frustrations? Run those tasks against the Who/What/When Triangle and make corrections. Unless you're dealing with a particularly ineffective person, in almost every instance, you'll discover that at least one of the corners has been left unticked -- and this is the source of your frustration.



Notes

Put it all Together

All together we have 23 Freedom Keys, and these 6 Freedom Keys are some of the building blocks for success in your business

After all, even small improvements in each of these areas can mean exponential growth in your profits, cash flow, and free time.

But in order to make these improvements a reality, you've got to do more than just read about it.

You've got to act.
YOU have to MAKE IT HAPPEN.

After all, until you convert your knowledge to targeted, specific action, the time we've spent together is in vain.

So what can you do to ensure that you get real results you can see and hold in your hands? Create a specific, itemised action plan. Make sure it's detailed. Implement the Freedom Keys we've discussed here.

And for the help and feedback you need to make sure you do it right...

Book a 30-Minute Complimentary Coaching Session with Us... and Explore Your Opportunities for Rapid Growth



Real Life Success Story

"I was at a point where I wanted to grow my business fast, and my main challenges were sales, marketing and management issues.

"Although I was somewhat sceptical, I hired KanDo Coaching because I had a big dream: to increase my sales by more than 400% a year.

"I'm proud to say that even in the middle of a recession, in month 9, I have already achieved an increase of 350% and counting. If I could give one bit of advice to business owners considering KanDo, this would be it: "Do it!"

Clare Brady, Brady Solicitors

Is it time to make a change?

If you're frustrated with where you are...and if you are open to trying something different, why not visit www.kandobusinesscoaching.com/coaching.html to arrange a Free 30-minute Complimentary Coaching Session, and see for yourself if we're all we claim to be.

Your Complimentary Coaching Session isn't a glorified sales pitch, but a no-hassle, no-obligation, one-on-one conversation with one of our Kando Coaches. This is designed to provide you with a plan that you are free to use to take your business to the next level...even if we never do business together.

The choice is yours. You can continue struggling away in "prison" week after week, month after month, year after year...

Or you can finally take charge of your business and begin to reap the financial and emotional rewards you became an entrepreneur to enjoy.

If you're ready to see incredible results in your business and your life, here's what you do. Pick up the phone.

Call us direct on **0114 2180627** or go to

www.kandobusinesscoaching.com/coaching.html

to book your 30-minute appointment. Isn't it time to unlock a new era of profitability in your business?

To your success,

Rudi Jansen

KanDo Business Coaching

P.S. One final thing: I promise we'll never be pushy or salesy. Just like you, we're professionals who enjoy serving clients. We look forward for a chance to talk with you about your business and goals – and help you put together an action plan that you can implement today.




THE ATTITUDE FOR BUSINESS

Call us on

0114 2180627

or go to

www.kandobusinesscoaching.com