Silver Bullet Cheat Sheet

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| Time |  |
| Not doing things I know I should | **Time Management Plan**  An intentional plan for investing your time wisely by blocking high-value activities into a default calendar as appointments and holding yourself accountable for executing them on time. |
| Can't get out of certain jobs  Too detailed to teach others No one can do it as good as me | **Operations & Training Manual**  An evolving "How-to" guide that describes in great detail everything a team member must know to fulfill the duties of their position and guides them through a complete training process. |
| Business is all-consuming  Spread too thin  Don't really delegate enough | **Apprenticeship Plan**  A deliberate plan to identify the lower value tasks in your schedule and train team members to do them for you so you can focus on the tasks that add more value to your business. |
| Want to get out of the business  Restructure the businesses  Want to merge or be acquired | **Comprehensive Exit Strategy**  A detailed strategy for identifying the current value of your business, quickly enhancing its value, and developing a marketing plan to identify the ideal internal or external buyer to pay the best price for your business. |
| Team |  |
| No clear sense of direction  Lack of alignment on team  Lack of cooperation, synergy  Conflict between partners | **Strategic Plan**  An evolving, written plan that sets forth the vision, mission, and values of your company, long and short range goals, and KPI's to measure progress so that your team moves together as one. |
| Relational conflict  Communication problems  Lack of commitment  No sense of camaraderie | **Team Building System**  A reliable system for placing your team members in roles best suited to their strengths and building them into a powerfully cohesive and committed team that delivers business results. |
| Repetitive mistakes in delivery or quality control  Improve efficiencies in the shop or on job site  No accountability for results | **Key Performance Indicator System**  An elegant system for measuring and reporting the critical numbers in your business so everyone knows how their efforts are either making or breaking your business. |
| Employees don’t care about their work  Employees don’t care about the business | **Performance Incentive Plan**  An incentive plan that rewards your team members for exceptional performance and motivates them to work as hard as you do and care about the business as if it was their own. |
| Need more people to handle the growth  Too much work, turning down leads  Not enough qualified employees in my industry | **Employee Acquisition Plan**  A practical plan to win the battle for top talent by consistently generating more than enough leads, screening out non-performers, and using a skills-based test-drive process and psychometrics to choose team members that deliver results. |
| Can’t get good people  Have hired the wrong people for certain jobs | **Psychometric Profiling Process**  A proven process for avoiding mis-hires by using psychometric assessment tools to evaluate and de-select candidates based on position-specific benchmarks. |
| Poor communication, coordination  No one knows what others are doing | **Team Meeting Rhythm**  A disciplined rhythm of recurring team meetings focused on goal-setting, alignment, reporting, and accountability that occur on an annual, quarterly, monthly, weekly, and daily basis. |
| Improve efficiencies in the shop or on job site  Increase sales without increasing work force  Not profitable enough  Our work is moving overseas  Foreign competition | **Lean Program**  An ongoing program for rallying your team around a commitment to eliminate wasted time, material, and movement so you can dramatically improve operational efficiencies, cut production costs, and competes more effectively. |
| Poor coordination and overlap between departments  Role confusion between team members  Duplication of efforts | **Organizational Plan**  A detailed plan to clarify reporting relationships by building an organizational chart and creating job descriptions so work gets done efficiently and your business can sustain long-term growth. |
| Ineffective leadership No strong managers, leaders  No identifiable successor Need people to handle growth | **Leadership Development Plan**  An intentional process for developing high-potential leaders in your business, incentivizing their long-term commitment with profit sharing, and laying the groundwork for your eventual succession. |
| Money |  |
| Find clients/customers who can afford to do business with me  Always getting beat up on price  Need to beat our competitors  Need more sales | **USP & Guarantee**  A persuasive value proposition that removes risk and compels your ideal customers to do business with you, instead of your competitors, because you’re different than all the rest. |
| Don't have control of my money  Don't know where the money is going  Need to lower overhead/expenses  Not making enough profit | **Revenue & Profit Budget**  A reliable budget that forecasts discretionary cash-flow, identifies your required working capital, and demonstrates your ability to service debts and deliver a return to investors. |
| Growing with no plan  Need guidance with major decision  Need working capital  Need money to upgrade technology  Restructure the business | **Current Business Plan**  A credible, written plan, detailing a company's unique selling proposition, strategic plan, and revenue and profit budget, designed to induce financial partners to invest in the business. |
| Losing money  Need to lower overhead/expenses  Getting deeper into debt  Business owner putting money in | **Break-Even Plan**  An aggressive plan to stop the bleeding of cash by temporarily cutting all non-critical expenses while driving sales above break-even by selling existing inventory or service capacity to cover operating costs, debt service, and personal drawings. |
| Need more sales  Want to get our name out there  Want to grow the business | **Tactical Marketing Plan**  An aggressive, measurable plan to increase your leads, improve your sales conversion rates, and increase your average spends per customer per year so your profits increase exponentially. |
| Need more sales  Salespeople not delivering  Leads are being wasted  Economy is hurting sales | **Sales Management System**  A practical system for building a top-performing sales force by scripting their approach, managing their activity with a CRM software solution (customer relationship management), measuring their performance, and tying their paychecks to results. |
| Cash flow stinks  Never enough money to pay the bills  Not pay myself out of my own business | **Cash Gap Plan**  An efficient plan to quickly collect your outstanding receivables, get your customers to pay faster, and negotiate better terms with your vendors so your bank account always has plenty of cash in it. |