

## A Step by Step Programme from the Steps Partnership™

### *“The Entrepreneurial Revolution”*

*“Contrary to popular belief, people who are exceptionally good in business aren't so because of what they know, but because of their insatiable need to know more”*

:: Michael Gerber ::



### **Introduction**

People in this country work far more than they should for the return they are getting. The problem is not that owners of small businesses don't work; the problem is they are doing the wrong work. The result is chaos – unmanageable, unpredictable, and unrewarding. This leads to disillusionment and ultimately failure. 40% of businesses started each year, fail by the end of it. 80% of those that survived have failed in five years. And 80% of the small businesses that survived the first five years fail in the second five. 95% of franchise models succeed.

Why is this?

Why do so many people go into business, only to fail?

What lesson are some learning and others not?

Why is that with so much information available today in books and seminars on how to be successful, so few are?

Why does the franchise model work so effectively?

What did Ray Kroc, who created the McDonald's franchise, see that others didn't?

Based on Michael Gerber's work amongst others, particularly 'The E Myth Revisited,' this seminar answers those questions and explains in bite sized easy learning chunks, what to do about it.

Step by step we lead you through the programme until you understand.

### **A Call to learning**

Humankind and Change, Chaos and Disorder, and The Need for Boundaries

Where are You Now and Where do You want to be?

Bridging the GAP by Creating a Simple System

### **The Business Development Process – What is it?**

Definition of the Entrepreneur

Your Business is a Reflection of You

What You Want or What the Business Needs

Management by Process or Management by Luck

### **Three People In One and The Three-way Battle**

The Entrepreneur, The Manager and The Technician

The Upside Down Focus – Looking at the Business the Wrong Way  
Management by Abdication or Create a Model Business that Works

## A New View of Business

‘The Turnkey Revolution’ – The Success of the Franchise Model  
Moving Beyond the Comfort Zone  
The success of Ray Kroc’s model as he built McDonald’s

## The Franchise Prototype

Building A Business That Works!  
The System Runs the Business – the People Run the System  
Working ON your business not IN it  
The Difference Between Commodity (what the customer walks out of your business with in his hand) and Product (how he *feels* about your business when he walks out of your business)

## How To Get There

The Business Development Process The 7 Steps  
Innovation – getting things done, Quantification – where you are and where you are going  
and Orchestration – a predictable system

### 1. **Your Primary Aim**

What do you value most, Who do you wish to be,  
Finding your Focus and Purpose

### 2. **Your Strategic Objective**

Business Plan and Life Plan – standards to measure your progress  
Who is your customer and Why does he buy  
Satisfying the Customers Perceived Needs

### 3. **Your Organisational Strategy**

Who is responsible for what in your business

### 4. **Your Management Strategy**

Creating an effective marketing tool to provide solutions to problems created by unpredictable people

### 5. **Your People Strategy**

Communicating Your Ideas - Work as a reflection of who we are  
Creating Community for Your People  
Impact on the Customer

### 6. **Your Marketing Strategy**

It’s what your customer wants that matters  
It begins with a promise and ends with the delivery of that promise  
The Customer is an accumulation of all his experiences and expectations  
Who are your customers, Why does he buy – What is his perceived need (2)  
The challenge is to learn our customer’s language – then speak it loudly and clearly

above the din of our information swamped society.

## **7. Your Systems Strategy**

The Three Systems

Hard Systems – Things, Soft Systems – Actions and Ideas - Selling, Information  
Systems – Information Collation

## **Conclusion**

Flight from Chaos

Find Your Entrepreneurial Path - Your business becomes a symbol for the life you wish to live