

18 Nuggets for Taking Your Business to the Next Level



1. Build a Network

- a. Business ownership/management can be very lonely
- b. An internal team, a three strand cord
- c. An external network for outside sources of advice



2. Build Your Business on Values and Principles

- a. Lies will get anyone in trouble, but honesty is its own defense
- b. Character is what you do when no one is looking
- c. Do what is right even when it costs you



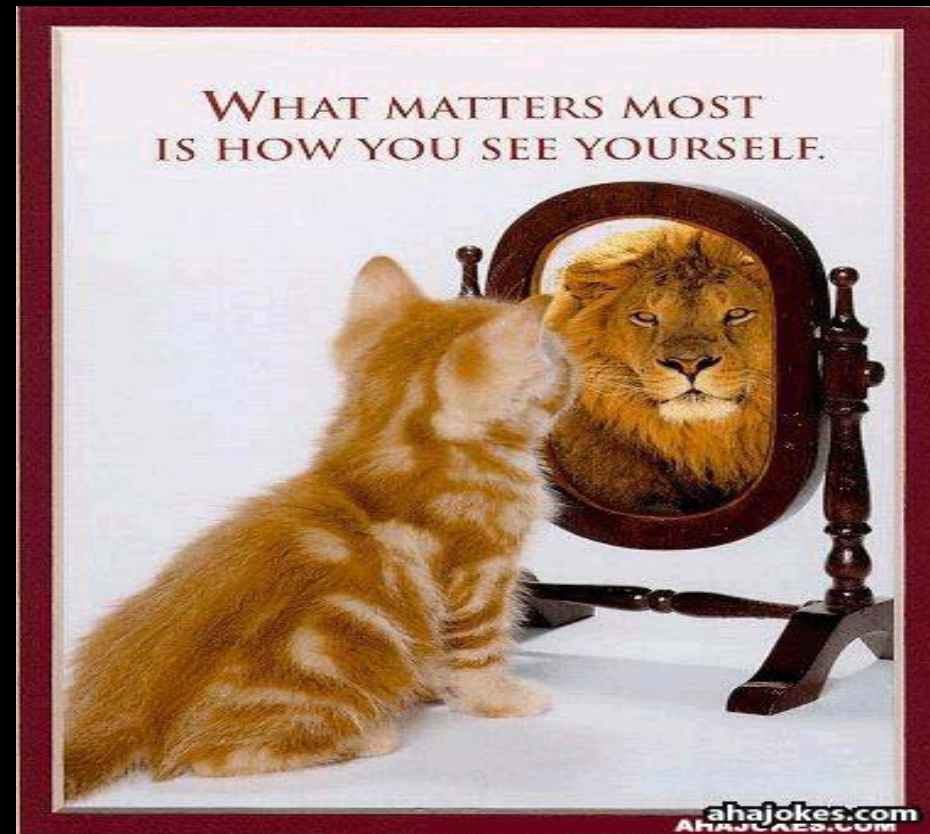
3. Develop a Mission Statement

- a. What is the purpose of this business
- b. Getting employees focused on a company mission
- c. Letting customers know what they can expect



4. *Dare to Dream Big*

- a. Get in touch with your heart's dreams
- b. Put your dreams and goals in writing
- c. Share with employees so they can get excited and help



5. *Make Work Enjoyable*

- a. Practice a positive attitude; it's contagious
- b. Laugh: happy people = happy customers = better bottom line
- c. Recognize employees' accomplishments



6. *Harness the Power of Your Employees*

- a. Listen: great inventions have been developed by employees
- b. Use people's talents where they can best serve the company
- c. Give your people authority; don't micro-manage



7. Your Workplace is Your Mission

- a. Develop relationships with employees, customers & vendors
- b. Don't assume that people know how to be good employees
- c. Demonstrate your character by the way you do business
- d. pay your suppliers on time



8. *Be in Agreement with Your Spouse*

- a. Build security in your marriage
- b. Women sometimes have better insight into people's character
- c. You may need their encouragement when things aren't going well



9. *Praises and "Thank You" Cost You Nothing*

- a. A hand-written note
- b. Say "thank you" to your customers for their business
- c. Appreciate your vendors, suppliers



10. Catch People Doing Something Right

- a. Praise someone in front of others
- b. Most everyone wants to please the boss
- c. Recognize people publicly for achieving goals or going the extra mile



11. *Keep Your Promises*

- a. Deliver what you say, when you said
- b. Put it in writing so there is no misunderstanding
- c. If you see you are not going to be on schedule, **COMMUNICATE**



12. *Give Your Customers More Than They Expect*

Total Customer Focus

- a. Do something extra; be different than your competitors
- b. Listen carefully to your customers; value their comments
- c. Practice remembering their names and something fun about them

This whole process leads up to the Customer.

The Customer should be the Start & End of your journey.



13. *Be Generous*

- a. Pay your employees well; they play a part in your success or failure
- b. Investing in your community gains you recognition and influence
- c. Reward those who have blessed you; be a blessing



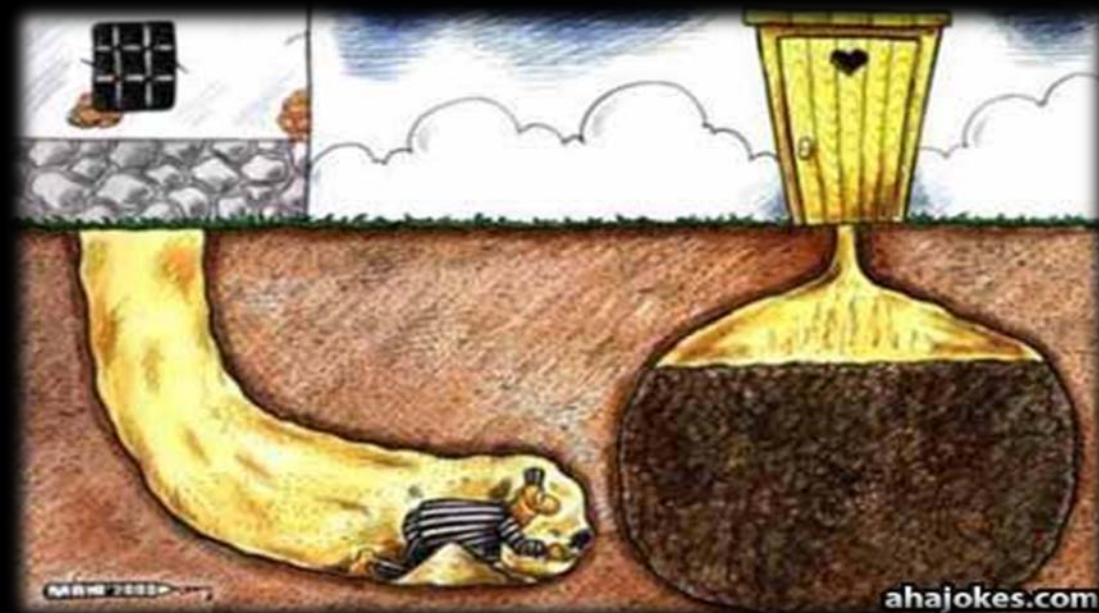
14. *Eye Appeal*

- a. Keep your place of business clean and well lighted
- b. Make it a fun place to visit/shop
- c. An organized workplace reflects the quality of your work



15. Accountability

- a. Cash flow plan to measure that the dream is realistic
- b. A tool to make periodic adjustments
- c. Consider charitable giving as a "thank you"/celebration to God for your success



16. *Mentor the Next Generation*

- a. Reach down and pull the next one up; sow into the next generation
- b. Help people develop their dreams; be an encourager
- c. Teach values and principles of business by example



17. *Provide Employee Incentives*

- a. Pay a little more so that you can expect “A” performance, then “Manage to it”
- b. “Manage to it” means to teach the B’s, warn the C’s, fire the D’s and have A’s who are happy
- c. The small increase for happy A’s will be offset by lower employee turnover and better customer service
- d. A’s who are happy will spread the word and will attract other A’s



18. Confidential Employer Evaluation

a. A safe way for employees to express their feeling about the company/manager

- Confidential Employer Evaluation

- 1 being the least, 4 being the most

- Please use the back of this page for additional space to answer or the things that you appreciate about your employer.
- 1. Do you feel like you are appreciated for your contribution to the company? 1__2__3__4__
- 2. Do you feel like you are being used to your full talents within your company? 1__2__3__4__
- 3. Does your employer listen to suggestions by employees? 1__2__3__4__
- 4. Does your employer delegate projects, then allow you the freedom to accomplish them? 1__2__3__4__
- 5. Are you given opportunity to increase your knowledge concerning your position/product? 1__2__3__4__
- 6. What is your life's dream? _____
- _____
- 7. Do you see this job as part of the dream or just a job? ___Part of dream ___ A stepping stone ___Just a job
- 8. If part of the dream, please explain how you see it fitting in. _____
- 9. Have you expressed a desire to have additional responsibilities within your company? Yes___No___
- 10. If your answer to #9 was yes, how was that request received? _____
- 11. If a similar position in another company were available, would you make a change? Yes___No___
- 12. Do you think you are being adequately compensated for the job you do? Yes___No___
- 13. Do you ever observe your employer being "relational" with employees or customers? Yes___No___
- 14. Do you sense your company serves its customers "to the best of its ability"? Yes___No___
- 15. Do you think your employer is honest in his business practices? 1__2__3__4__
- 16. Do you think your employer genuinely loves his employees & customers? 1__2__3__4__
- 17. Does the company strive to give customers "more than they expect"? 1__2__3__4__
- 18. Does the company deliver what it promises, when it promises? 1__2__3__4__
- 19. Have you ever been criticized in front of customers or other employees? Yes___No___
- 20. Does your employer ever praise you or show appreciation for the job you do? 1__2__3__4__