Business Systems Accelerator

WORKBOOK 2: BUSINESS OWNER

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Welcome!

Welcome to the Business Systems Accelerator, the definitive workshop to train your Systems Champion and your team to document your critical systems.

This is what I believe to be the biggest game changer in creating business systems and will help you accelerate the time it takes you to get to *Minimum Viable Systems*.

You'll walk away with the step-by-step guide to identify, train and empower a Systems Champion to help you go from running an "*owner-dependent business*" to proudly owning a "*team member-independent business*."

Let's dive in, shall we?

Join me and let's get your systems sorted.

David Jenyns
Founder of SYSTEMology

The SYSTEMology Framework

1. DEFINE
2. ASSIGN
3. EXTRACT
4. ORGANISE
5. INTEGRATE
6. SCALE
7. OPTIMISE

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NOTES

Write here...

Journey & Milestones

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YOUR SYSTEMS JOURNEY

Where are you now?

What's your next win?
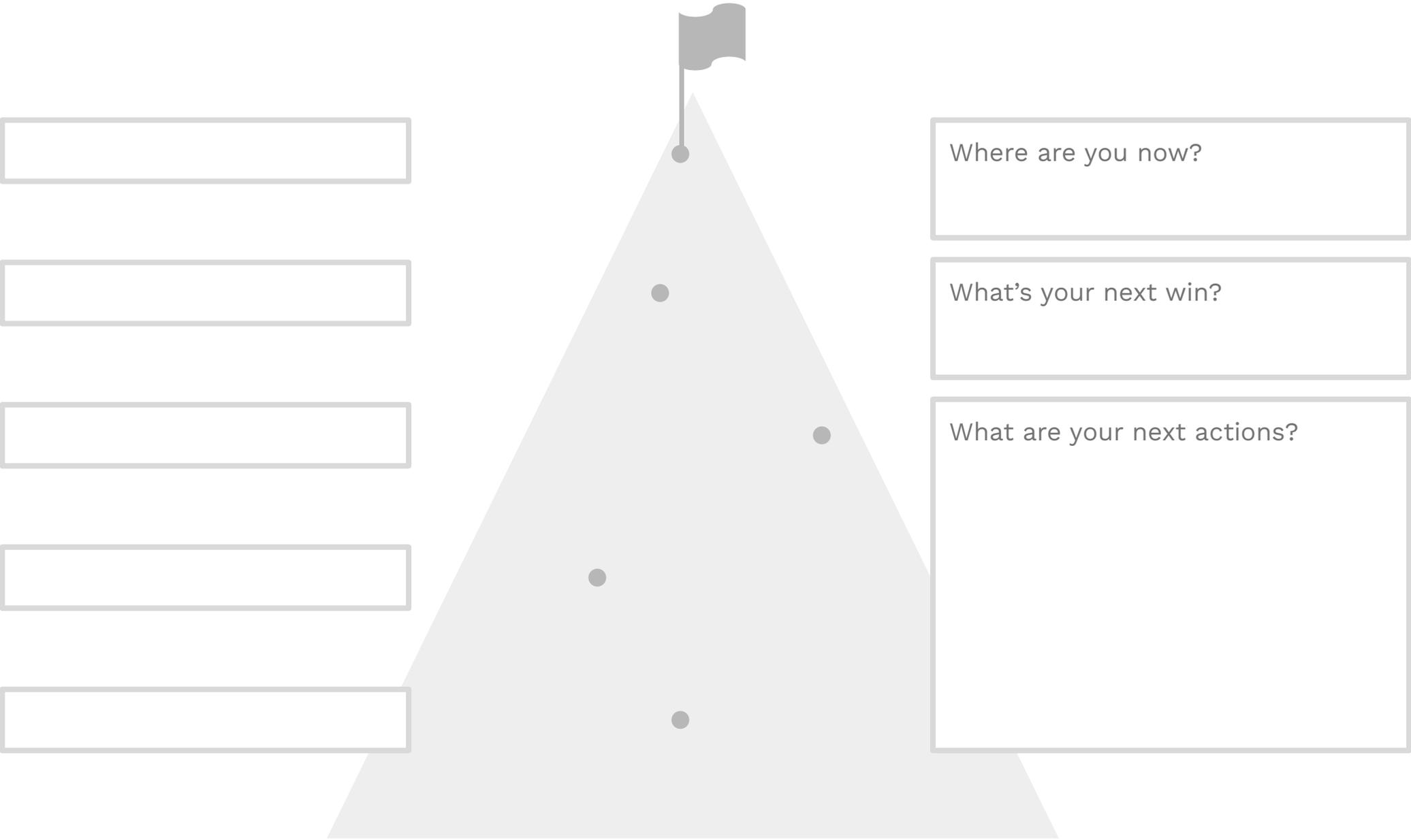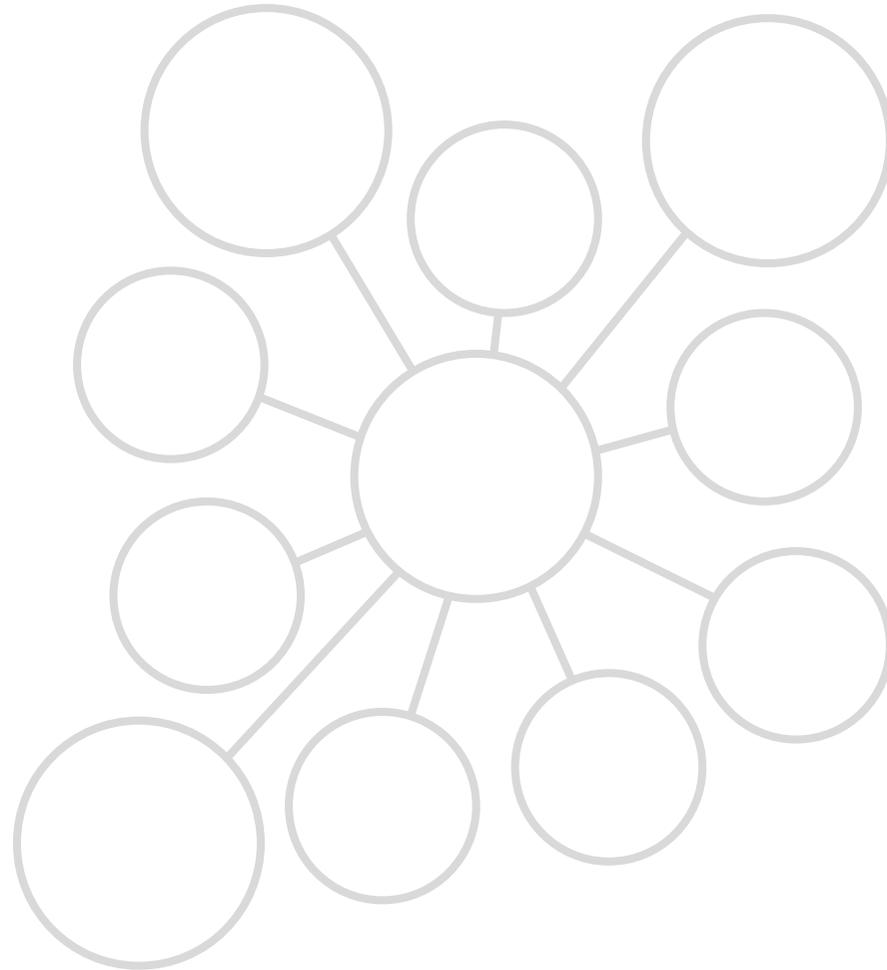
What are your next actions?
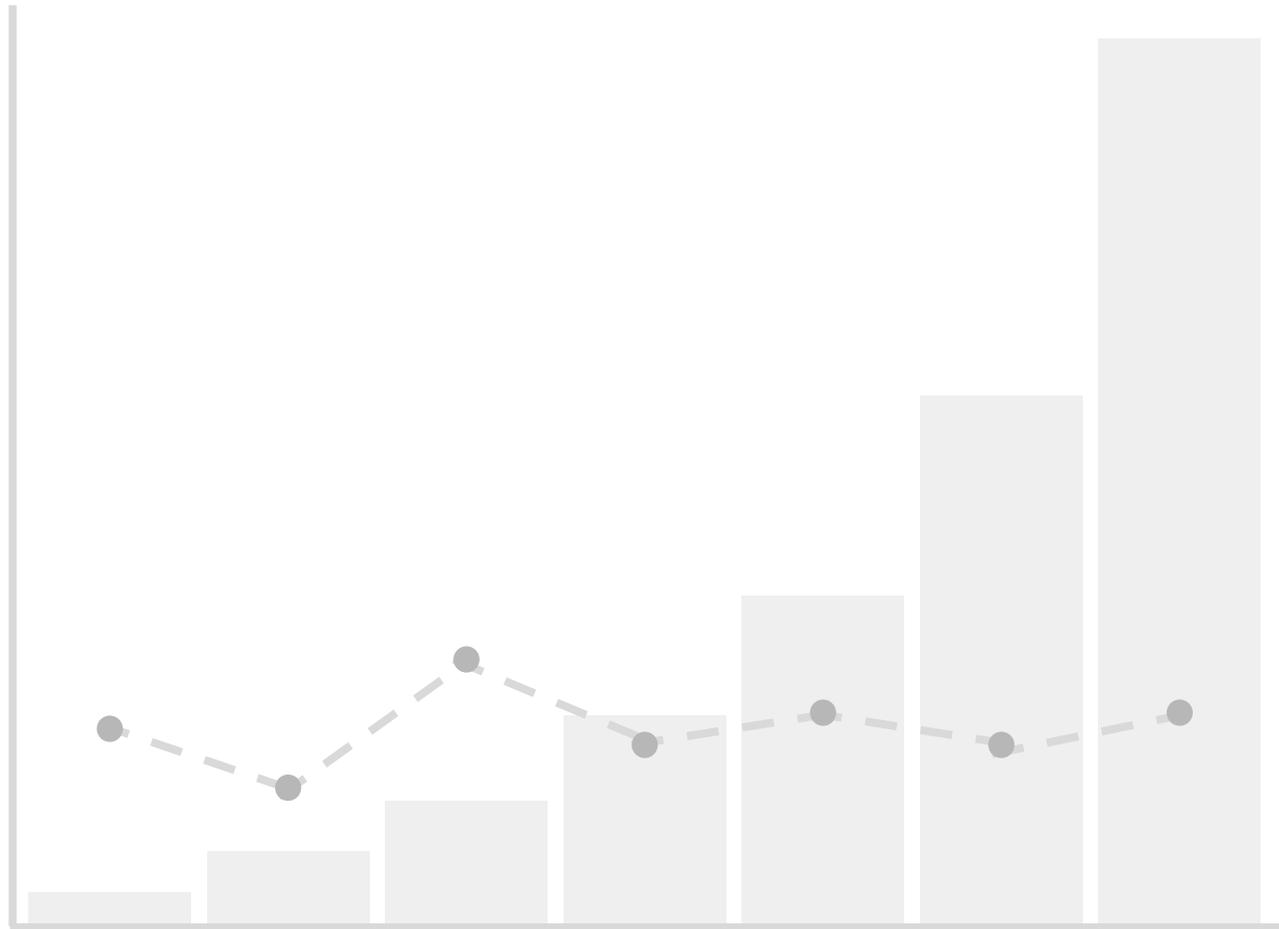
WAGE VS ASSET DISTRIBUTION

Paid by wage   Paid by dividend
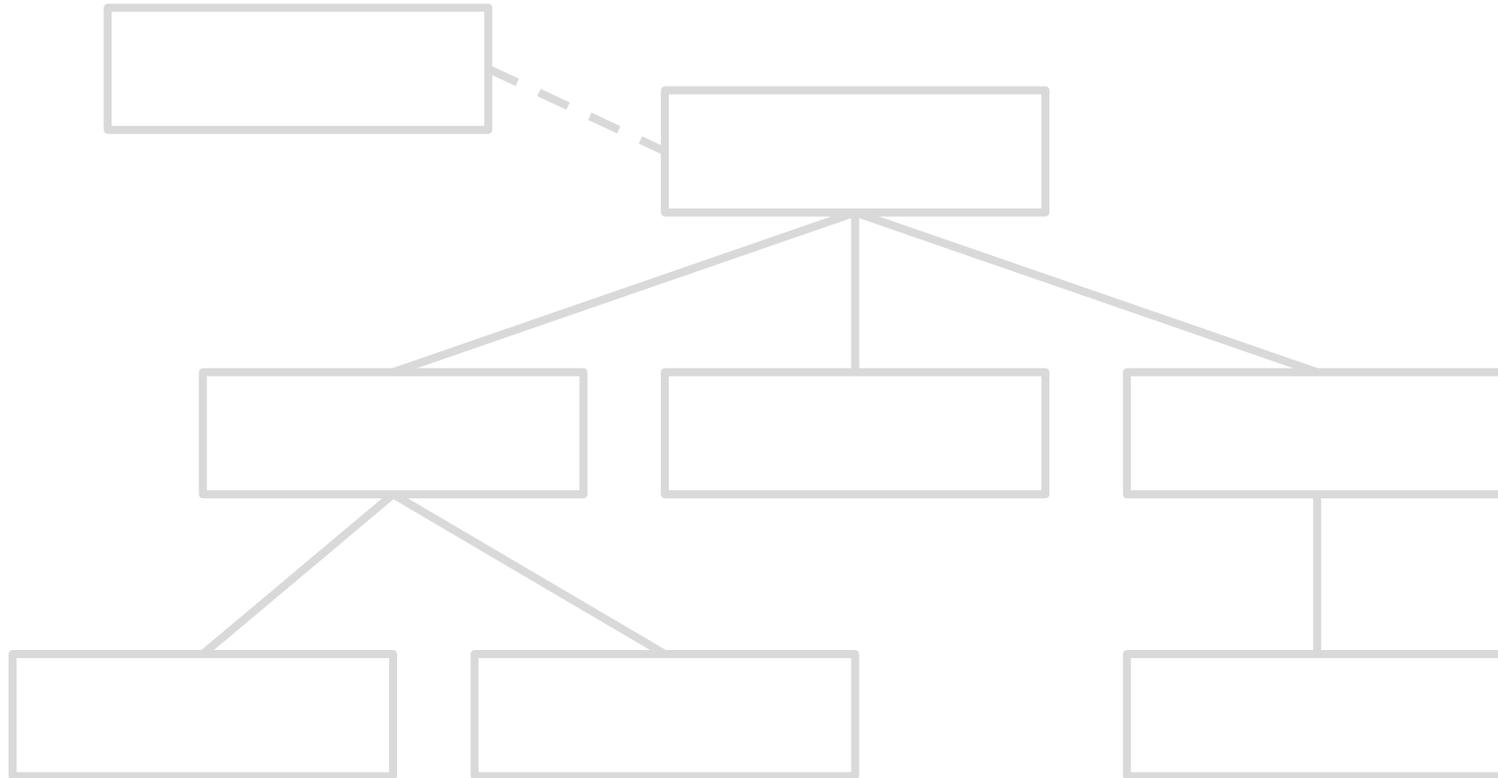
DEPARTMENT ACCELERATOR

Department	Critical Tasks To Delegate
Department Head	
Department Team	
Critical Systems	

DEPARTMENT ACCELERATOR (EXAMPLE)

Department	Critical Tasks To Delegate
Marketing	
Department Head	**Referrals**
Ivan	- **Send thank you and next steps**
Department Team	**Facebook Ads**
Ivan	- **Check ads and engage comments**
Maggie	- **Send weekly report**
Febbie	
	YouTube Ads
Critical Systems	- **Send weekly report**
Referrals	
Facebook Ads	**Weekly Email**
YouTube Ads	- **Add content from Google Docs**
Weekly Emails	- **Test email links, grammar and spelling**
	- **Send email to list/segment**

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Cost Benefits

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Leads	4000	
x		
Conversions	25%	
=		
Customers	1000	
x		
# Transactions	2	
=		
Average Sale	$300	
x		
Revenues	$600,000	
=		
Margin	25%	
x		
Profit	$150,000	

BENEFITS & COSTS

Benefits	Costs

Down to 3 days
Revenue ↑ 85%

Notes & insights...

Write here...

Hiring A Systems Champion

#.1 DECIDE

#.2 POSITION AD

#.3 APPLICATION & SCREEN

#.4 TRIAL TASK

#.5 INTERVIEW
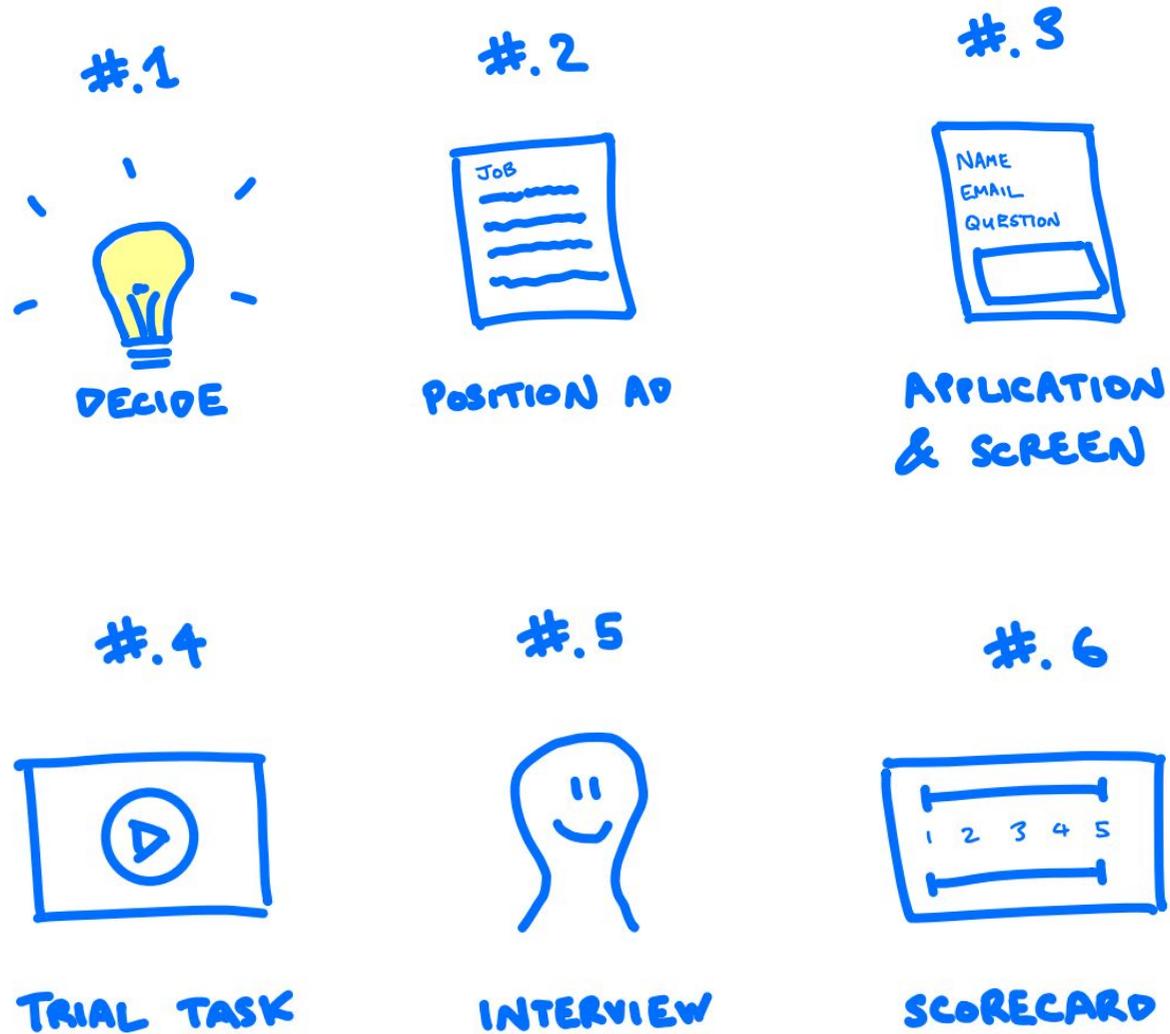
#.6 SCORECARD

RECRUITMENT PROCESS NOTES

1. Decide	2. Position Ad	3. Application & Screen

4. Trial Task	5. Interview	6. Scorecard

RECRUITMENT DECISIONS

What's the role?	What skills are required?
Why is this role important to your business?	
How many hours? Internal or external?	
What budget and space can you give them?	
How long is the initial contract? E.g. (3 months)	

Record	Slack	Asana	Done

NOTES

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Resistance

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Don't know why
Don't know how
OVERCOMING RESISTENCE
DON'T WANT TO
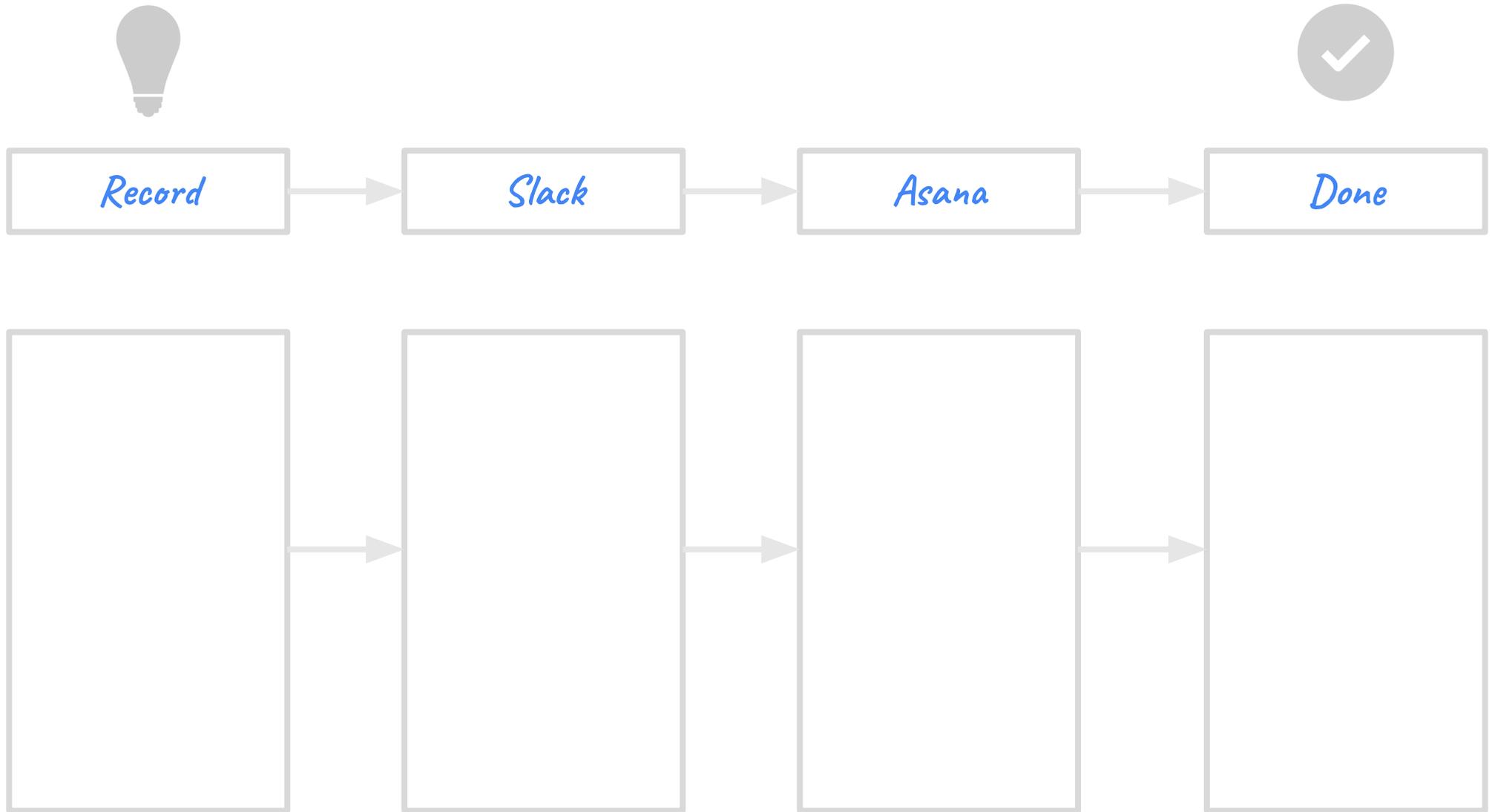
Script

"I noticed you're underperforming and it's unlike you..."

Attack the behaviour not the person.

"What's going on?"

Teach them this framework.

"Is it that I haven't explained why this is important? Or perhaps you don't know how or do you just don't want to do it?".

Use this to isolate the issue and solve it. If it repeats..

"Hey, we talked about this... is it you really don't want to? Is there something I'm missing here?"

Write notes here...

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Action Plan

SOLVING CHALLENGES WITH SYSTEMS

Current Challenge	Department	Systems Solution
Getting awareness for our certification program	*Marketing*	*Lead generation system through LinkedIn*

Checklist:

- [ ] Record video about challenge and how you'll solve it with systems

- [ ] Explore profit and expense calculators

- [ ] Find & empower systems champion

- [ ] Draft CCF & MVS

- [ ] Keep systems front & center

    - [ ] Sticky notes

    - [ ] Meeting agenda item

    - [ ] Celebrate systems wins

Write any notes or action items here...

Notes & insights...

NOTES

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Access The Resources

https://systemology.com/bsalive

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Business Systems
A C C E L E R A T O R
by SYSTEMology®

SYSTEMology.com
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