



The Business Quantum Leap Process

10 Steps To ***Transforming*** Your Business

STREET SMART ADVICE FROM AN ACCOUNTING AND BUSINESS CONSULTANCY FIRM

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About this e-book

The Business Quantum Leap Process is more than just a collection of ideas; it a proven, structured system that has been successfully implemented in many businesses. It is street-smart business advice.

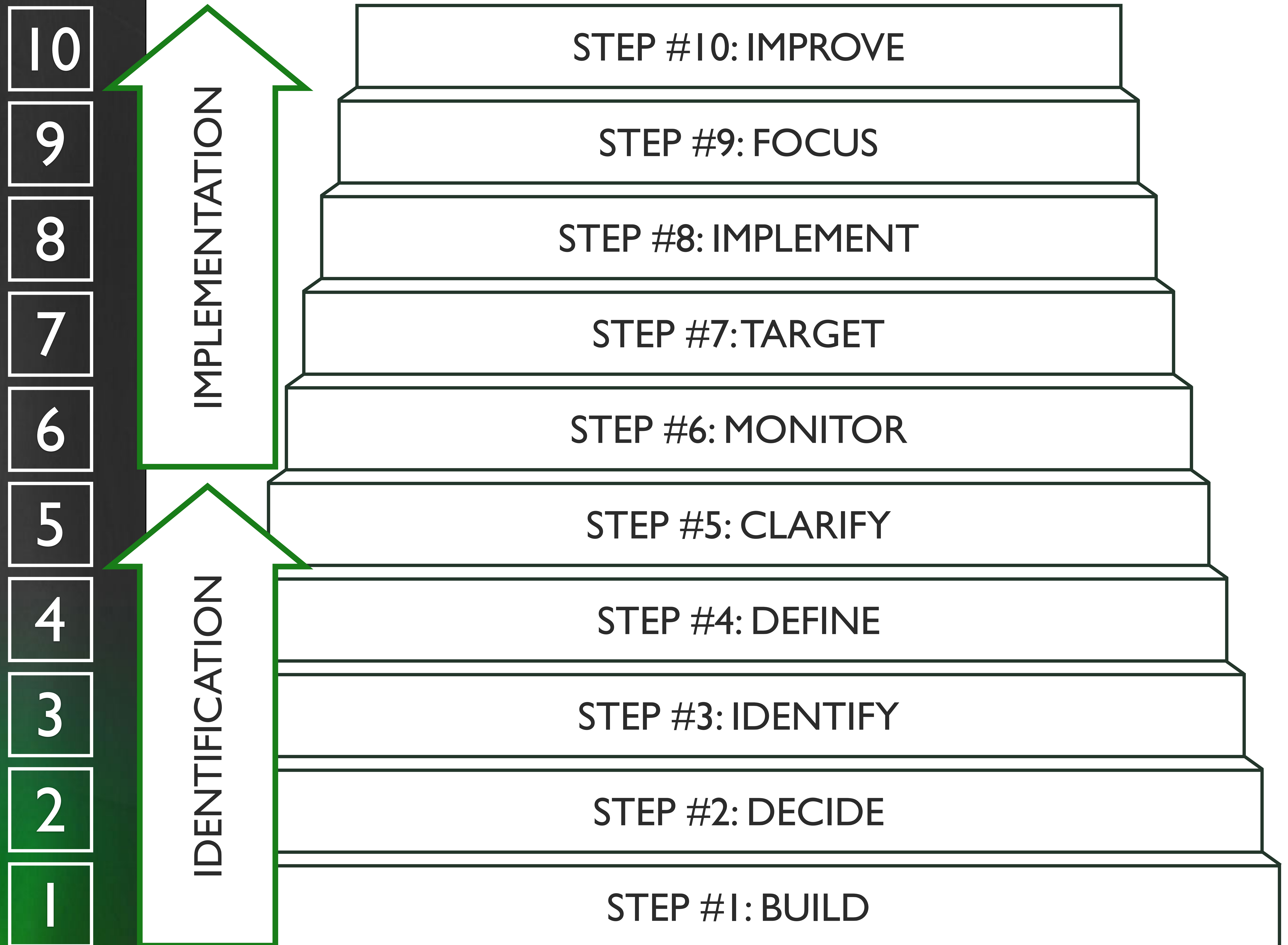
This e-book is split into two 5-chapter sections. The theme for the first half is *Identification*, the theme for the second half is *Implementation*. All 10 Steps invite action on your part.

The 10 Steps combined are of much greater value than the sum of their individual parts. You could pick and choose individual Steps to apply in your business, but we recommend you implement them as a complete system. Your business (and family) will thank you for it.

There are self-assessment questions at the end of each chapter. Answer them honestly and tally your answers to give your business a score at the end of the e-book.

Let's begin ...

THE BUSINESS QUANTUM LEAP PROCESS



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I. Start at the Start

The most important part of a building is the foundation. Without a solid foundation, the building is likely to fall down. The same is true in business. Successful businesses lay rock solid foundations.

Your business should be founded on its Mission, Vision and Values. You need to build these before you can build your business.

Step #1 – Build

The *Build* Step has 3 primary components:

1. Build a great Mission Statement
2. Build a great Vision Statement
3. Build a great Values Statement

*The loftier the building,
the deeper must the
foundation be laid.*
Thomas a Kempis

THE BUSINESS QUANTUM LEAP PROCESS

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The phrases “Mission Statement” or “Corporate Values” are enough to make some business owners – and many employees – groan and roll their eyes. For many, corporate foundation statements are little more than vague motherhood statements that sound nice but bear little relation to the way business is done.

However, the importance of setting the Mission, Vision and Values (MVV) of a business cannot be understated. It is something at the very heart of the business that defines why it exists, its core purpose, where it is heading and the values it holds.

It is essential that the entire team be aware of – and ideally have input into – the MVV of the business. Team members must have a good grasp of the foundation of the business, both for their own benefit and also to be able to convey to customers.

Many business owners believe that setting MVV is only for the big end of town, however it is immensely valuable for all businesses, no matter their size.

THE BUSINESS QUANTUM LEAP PROCESS

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As one business owner remarked:

“I thought Mission Statements were all froth and bubble, until I wrote my own. What an eye-opening experience! Now that I’ve got a clear purpose in my business, I look at everything differently.”

If you don’t have a mission statement that you’d be proud to advertise to the world, it’s not a good mission statement.

If you don’t have a vision statement that sets out the really ambitious long term aspirations of the business, it needs more work.

If your corporate values are not yet documented or don’t adequately state what’s important to the business and the creed it goes by, you may need another look at them.

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Step 1

QUESTION TIME

Yes No

Do you have a clearly defined mission?

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☐

Has it been communicated to both your team and your customers?

☐

☐

Is it inspiring enough to feature in your marketing material?

☐

☐

Do you know where you want your business to be in 3, 5, 10 years' time?

☐

☐

Can you remember your mission, vision and values without looking them up?

☐


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Where in the 1 Page Strategy Map you will find these sections...

OUR MISSION

OUR VALUES




1 PAGE STRATEGY MAP

FOR THE MONTH OF FEBRUARY 2013

ACTION PLAN 1

Build Version: V3.45



STRATEGIC BUSINESS TOOLKIT™

THE CONTRACTOR COMPANY

6. TEAM

1	VIS Completion	1	Customers
2	Team Review	2	Profit Score
3	Satisfaction Score	3	Team Spend

1. OUR MISSION
(Long Term Focus)

6. MANAGEMENT

1	Team Productivity
2	Cashflow
3	Profitability

7. TARGETS
(Medium Term Focus)

6. PRODUCTS

1	Product Line GP
2	Lines Added
3	Warranty Claims

7. TARGETS
(Medium Term Focus)

6. MARKETING

1	Website Traffic
2	Shopping Cart Abandonment
3	Email Click Rate

7. TARGETS
(Short Term Focus)

6. SALES

1	Gross Profit
2	Avg Sale Value
3	Sales Transactions

9. FOCUS STATEMENT
(How)

6. OPERATIONS

1	Backorders
2	Inventory Days
3	Avg Order Response

5. GROWTH STRATEGY
(How)

6. SUPPORT

1	Debtor Days
2	Report Generation
3	Regular Housekeeping

1. OUR VALUES
(Values)

1. Integrity - our word is your guarantee

2. Impact - we respect our customer and don't expect the same in return

3. Innovation - we've never met a problem that couldn't be solved

5. Commitment - we are 100% committed to our customers

8. PROJECTS
(Long Term Projects)

1. Full website redesign

2. New personnel in service dept

3. New service division in 4Q/2012

4. Report available for account customers

5. Open vacancies in WOA

8. ROCKS
(Medium Term Projects)

1. Total review of marketing plan

2. Review of report program

3. Improve PPS

4. Restructure of distributors

5. Review of internal record keeping

8. VIGS
(Short Term Projects)

1. Launch full Mako range

2. Follow up AC buying groups


3. Finalise new display

4. Call back to re-order performing lines

5. New video subpages

9. THEME

LAUNCH!



5. HOW DO WE GET THERE?

Through consolidation of our existing target markets, through further regional expansion to increase warehouse market focus and by ensuring a customer service is the best in the country.

2. TARGET MARKET

1. Building Contractors

2. Plumbing Contractors

3. Electrical Contractors

4. Roofing Contractors

5. All Roofing Contractors

2. PRODUCTS/SERVICES

1. Power Tools

2. Hand Tools

3. Consumables

4. Fasteners

5. Tool Servicing

10. SALES

Track quote response times

10. MARKETING

Introduce team "mass" for use in marketing materials

10. CUSTOMERS

Introduce e PPRS (Post Purchase Resendence Check) for better customer relationships?

9. CRITICAL GOAL

450 individual sales of new product range launched this month

DEADLINE: Thursday, 28 February 13

3. IDEAL CUSTOMER

1. Regular account customer

2. High purchase volume

3. Service conscious

4. Easy to deal with

5. Package deal

3. IDEAL OFFER

1. High margins

2. High sales volume/value

3. Reliability

4. Good brand recognition

5. Package deal

10. PRODUCTS

Research to be done on possible new range - Minervav?


10. SUPPORT

Rearrange office space for greater efficiency

10. OPERATIONS

Tim should look at alternative freight supplier for regional deliveries

9. REWARD



Team lunch at Nino's!

The tool you used, delivered to your door within 48 hours, or it's half price

3. STRENGTHS

1. Huge range

2. Good product/good knowledge

3. Great delivery times in the industry

4. A great culture of improvement

5. Our reputation

3. WEAKNESSES

1. Poor marketing plan

2. Mediocre website design & functionality

3. Customer issues due to business growth

4. Below par service department

5. Poor internal record keeping

3. OPPORTUNITIES

1. Increased market in VIC/SA due to collapse of competitor

2. New Mako range for 2013

3. Possible new tool suppliers in Taiwan

4. Group deal with Modular Construct

5. Increasing market demand

3. THREATS

1. Loss of sole dist. distributor rights

2. Legal action

3. New marketing campaign from Footlight

4. Workforce loss

5. Economic downturn

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1P/AM

another integral component of the STRATEGIC BUSINESS TOOLKIT™

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

2. Who and What

To have a clear sense of direction and focus in business, you need be absolutely clear on what you are offering and who you are looking to provide it to.

You cannot be all things to everyone in business, it just does not work. You need to decide *what* you want to sell and to *whom*.

A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided.

Tony Robbins

Step #2 – Decide

The *Decide* Step has 2 primary components:

1. Decide who your core target markets include
2. Decide what your core products/services are

THE BUSINESS QUANTUM LEAP PROCESS

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You should know exactly what defines your target markets, the potential within those markets and your market share. You need to know your target markets intimately. Ultimately, you need to decide who is in your target markets and who is not.

If you define in your own terms what an ideal customer looks like, this will help you with the decision of who to include and who to exclude.

Here are 5 questions to ask when deciding on a target market:

1. Does this market have a problem that we can solve?
2. Does this market have money to spend on our solution?
3. Can we easily reach this market?
4. Do we really want to work in this market?
5. Is this market sustainable?

THE BUSINESS QUANTUM LEAP PROCESS

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In exactly the same way as you decide on your target markets, you need to decide on your products and services. There must be a focus on what the business is really good at and what products and services actually provide the most value to the business.

Jim Collins' Hedgehog Concept is: Not a goal to be the best, it's an understanding of what you can be the best at.

If you define in your own terms what an ideal product or service looks like, this will help you with the decision of what to include and who to exclude.

4 questions to ask when deciding on a product or service:

1. Is the need in the market great enough?
2. Is our solution good enough?
3. Is the return on input high enough?
4. Is the potential risk low enough?

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Step 2

QUESTION TIME

Yes No

Do you have a clearly defined, qualified, quantified target market?

☐

☐

Do you know exactly what your top 5 products or services are and how much they contribute to your business?

☐

☐

Have you recently removed an underperforming product or service from your business?

☐

☐

Have you recently removed an underperforming customer or target market from your business?

☐

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THE
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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

PRODUCTS/
SERVICES

TARGET
MARKET

The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

3. Inside and Out

To have the best chance of succeeding in business, you are required to know what is good and what is not, both inside and outside your business.

This is achieved through a SWOT analysis of your Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis is like an annual check-up at your local GP.

Build up your weaknesses until they become your strong points

Knute Rockne

Step #3 – Identify

The *Identify* Step has 2 primary components:

1. Identify the “SWOT” within your business
2. Identify the “CEIM” actions to take as a result

A client once told me: “I thought SWOT was some type of James Bond mission planning! Until I actually completed it and realised that my marketing for the last 5 years has been focused on the wrong areas!”

There are many advantages of completing a good SWOT analysis. The overriding benefit though, is that you have been forced to physically note down what needs attention in your business.

For a SWOT analysis to be as powerful as it should be, you need to be honest. Brutally honest. If you are going to kid yourself about the state of your business, there’s no point in even completing the exercise. You wouldn’t want your GP to tell you that you’re in great health, only to have a heart attack the next week.

Don’t overestimate your strengths or underestimate your weaknesses. Don’t overestimate the opportunities or underestimate the threats. By the same token, there is no need to make the list of points in your analysis as long as your arm. The purpose of the analysis is to identify the major items and act accordingly.

The most important (and most overlooked) aspect of a SWOT analysis is to *take action* in relation to the results. The analysis is next to useless if it is not acted upon. The action points are Communicate, Eliminate, Incorporate & Mitigate (CEIM).

This means that Strengths are Communicated, Weaknesses are Eliminated, Opportunities are Incorporated and Threats are Mitigated.

You need to approach the items in your analysis in order of importance or urgency and take the actions that are needed.

Remember that failure to act could mean failure of your business.

Identify. Act. Now.

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Step 3

QUESTION TIME

Yes No

Have you completed a business SWOT analysis in the last 12 months?

☐

☐

Have you taken action to communicate a major business strength to all your customers in the last month?

☐

☐

Have you taken action to eliminate a major business weakness in the last 3 months?

☐

☐

Have you taken action to incorporate a major business opportunity into your business in the last 6 months?

☐

☐

THE BUSINESS QUANTUM LEAP PROCESS

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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...



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For information on the 1PSM software please visit www.quantumag.com.au/1PSM

4. Be Special

If you want to stand out in the sea of sameness that is today's business world, you have to be special.

When average is the standard, you must rise above it. You need a point of difference, you need something that sets you apart, you need to excel at something.

*Whenever you find yourself
on the side of the majority,
it is time to pause and reflect*
Mark Twain

Step #4 – Define

The *Define* Step has 2 primary components:

1. Define your USP
2. Define your brand associations

A USP is something that you can offer that your competitors do not or cannot. Marketing guru Dan Kennedy put it this way: A USP answers the question “Why should I do business with you, over all the other choices I have, which includes the choice of doing nothing at all?”

It is up to you to define your Unique Selling Proposition (USP). This is a real requirement for every business, yet so many businesses fail to put effort into simply defining what makes them special.

A USP is not “We’re the best”, “We’re the biggest”, “We care the most”, “We’ve been in business the longest.” The key word is Unique. For your USP to be a valid one, it must be unique, or very close to it.

If you don’t have a USP, here is how to create one:

1. Describe your target market
2. Explain the problem you solve
3. List the biggest distinctive benefits of your solution
4. Define your core promise
5. Combine steps 1-4, rework and cut down to a memorable phrase

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Here are two great examples of a powerful USP:

Dominos Pizza - “You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.”

M&M Chocolates - “Melts in your mouth, not in your hands”

Brand associations are the feelings conveyed to your customers and the public by your business, your ‘brand’. In other words, what first springs to mind to describe your business from a customers’ perspective? What perception do customers have of your business?

A brand association of Volvo is ‘safety’, whereas Ferrari would be ‘fast’ and Toyota ‘reliable’.

Do you have any idea what customers (and potential customers) think of your business? What are you doing to convey and promote your desired brand associations to your customers?

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Step 4

QUESTION TIME

Yes No

Do you have a USP?

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☐

If so, is it truly unique?

☐

☐

If so, do you market it?

☐

☐

Do you know what your brand associations are?

☐

☐

THE BUSINESS QUANTUM LEAP PROCESS

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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

1 PAGE STRATEGY MAP									
FOR THE MONTH OF FEBRUARY 2013									
1. OUR MISSION (Why)		1. OUR VISION (Where)		7. TARGETS (Short Term Period)		9. FOCUS STATEMENT (What)		5. GROWTH STRATEGY (How)	
To eliminate tool & consumables supply problems for contractors to the construction industry, by providing a single source option for all construction related purchases.		TCC won't just be the only choice when it comes to construction contractor supplies. We will be #1 in customer service, product range, product knowledge, market share & profitability.		Our focus this month is on the launch of the Mako tool range across Australia. This will require Sales, Marketing, Admin & Management to be diligent in sticking to the processes and dates outlined in the launch plan.		We will grow by increasing product range without losing product focus, by increasing market share without losing market focus and by ensuring our customer service is the best in the country.			
1. OUR VALUES (How)		2. IDEAL OFFERING		10. SUPPORT		10. OPERATIONS		4. USP	
Integrity - our word is our guarantee Knowledge - we know our stuff Respect - we respect our customers and expect the same in return Innovation - we've never met a problem that couldn't be solved Commitment - we are 100% committed to our customers		High margins High sales volume Service conscious Good brand recognition Package deal		Research to be done on possible new range - Minerva??		Rearrange office space for greater efficiency		Tim should look at alternative freight supplier for regional deliveries	
2. IDEAL CUSTOMER		3. STRENGTHS		3. WEAKNESSES		3. OPPORTUNITIES		3. THREATS	
Regular account customer High purchase volume Service conscious Easy to deal with		Huge range Great people/good knowledge Best delivery times in the industry Repaired culture of improvement Our reputation		Poor marketing plan Mediocre website design & functionality Cashflow issues due to business growth Follow up service department Poor internal record keeping		Increased market in VICSA due to collapse of competitor New Mako range of tools Possible new tool supplier in Taiwan Group deal with Modular Construct Increasing market demand		Loss of sole distributorship rights Legal action New marketing campaign from Toolright WorkCover issues Economic downturn	

Brand Associations

U.S.P.

The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

5. Bite Size Pieces

The question “How do you eat an elephant?” has a simple answer.
“One bite at a time.”

The logical way to make progress is to break large goals down into smaller ones. Upon setting out to eat an elephant, I’d imagine the two immediate questions that would spring to mind would be:
“Where do I start?” and “How long will this take?”

*The only thing worse than being blind, is
having sight but no vision*
Helen Keller

Step #5 – Clarify

The *Clarify* Step has 2 primary components:

1. Clarify 3 long term goals for your business
2. Clarify the broad strategies needed to meet those goals

THE BUSINESS QUANTUM LEAP PROCESS

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You must break down your overall business vision into more specific and achievable goals. Doing this clarifies the actions to take.

Habit #2 in Steven Covey's '7 Habits of Highly Effective People' is: "Begin with the end in mind."

The same is true for highly effective businesses.

Imagine your business where you want it to be in 1 year, 2 years, 3 years' time. Now, given your current situation, what are the 3 main goals you will need to set to get your business to that end? This may reflect your Vision Statement but will be more specific.

The exercise of setting these broad goals is designed to give the business greater clarity and vision of the future and where it is going. Although you may have already set a Vision Statement, setting these goals breaks it down further and introduces what needs to be done on a more practical level. This will help immensely when setting shorter term targets and goals.

THE BUSINESS QUANTUM LEAP PROCESS

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Having set overall goals, you now need to break them down into broad strategies that will be implemented to achieve those goals.

If the goals are the destination, these strategies should be the roadmap of how to get there. They won't be the turn by turn directions, but they should give a clear picture of what is needed for the business to achieve its goals.

The benefit in doing this is that the process of setting short term goals and targets becomes much easier, as the way forward is clearly mapped out.

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Step 5

QUESTION TIME

Yes No

Do you have a clear picture of where your business will be in 3 years' time?

☐

☐

Have you set any goals to achieve, to get your business to this point?

☐

☐

Do you know what you have to do to achieve these goals?

☐

☐

THE BUSINESS QUANTUM LEAP PROCESS

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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

1 PAGE STRATEGY MAP
FOR THE MONTH OF FEBRUARY 2013

STRATEGIC BUSINESS TOOLKIT™

1. OUR MISSION
(Why)

To eliminate tool & consumables supply problems for contractors to the construction industry, by providing a single source option for all construction related purchases.

1. OUR VISION
(Where)

TCC won't just be the first choice when it comes to construction contractor supplies. We will be #1 in customer service, product range, product knowledge, market share & profitability.

1. OUR VALUES
(How)

Integrity - our word is your guarantee
Knowledge - we know our stuff
Respect - we respect our customers and expect the same in return
Innovation - we've never met a problem that couldn't be solved
Commitment - we are 100% committed to our customers

2. PRODUCTS
(What)

Building Contractors
Plumbing Contractors
Electrical Contractors
Roofing Contractors
Tool Servicing

2. IDEAL OFFERING
(How)

Regular account customer
High purchase volume
Service conscious
Easy to deal with
Package deal

3. STRENGTHS

Huge range
Great people/good knowledge
Best delivery system in the industry
Regained culture of improvement
Our reputation

3. WEAKNESSES

Poor marketing plan
Mediocre website design & functionality
Cashflow issues due to business growth
Below par service department
Poor internal record keeping

3. OPPORTUNITIES

Increased market in VICSA due to collapse of competitor
New Mako range of tools
Possible new tool supplier in Taiwan
Group deal with Modular Construct
Increasing market demand

3. THREATS

Loss of sole distributorship rights
Legal action
New marketing campaign from Toolright
WorkCenter issues
Economic downturn

4. USP

The tool you want, delivered to your door within 48 hours, or it's half price

5. CRITICAL GOAL

450 individual sales of new product range launched this month

6. REWARD

Team lunch at Nino's!

7. FOCUS STATEMENT
(What)

Our focus this month is on the launch of the Mako tool range across Australia. This will require Sales, Marketing, Admin & Management to be diligent in sticking to the processes and dates outlined in the launch plan.

8. HOW DO WE GET THERE?

Through consolidation of our existing product range without losing product focus, by increasing market share without losing market focus and by ensuring our customer service is the best in the country.

9. GROWTH STRATEGY
(How)

Through consolidation of our existing product range without losing product focus, by increasing market share without losing market focus and by ensuring our customer service is the best in the country.

10. SUPPORT

Debtors Days
Inventory Days
Report Generation
Regular Housekeeping

Growth
Strategy

How Do We
Get There?

Vision
Clarification

The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

6. Doctor and Patient

Imagine you are a doctor. You have a patient. The patient may be unwell, you're not sure.

You're not sure, because you're not monitoring the health of the patient. All you do is watch the patient breathe. You know that if the patient is still breathing, they are alive. Is this the best way to look after a patient? Of course not!

Well, it's no way to look after a business either.

*The more specific and measurable your goal,
the more quickly you will be able to identify,
locate, create, and implement the use of the
necessary resources for its achievement*

Charles J. Givens

Step #6 – Monitor

The *Monitor* Step has 1 primary component:

1. Monitor at least 1 KPI for every department of your business

THE BUSINESS QUANTUM LEAP PROCESS

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Key Performance Indicators (KPIs) have a very important part to play in the area of business management, they are like the vital signs of business. If they are set correctly and monitored accurately, they will give the best possible picture of ongoing business health and performance.

The doctor cannot judge the health of a patient by watching their chest go up and down. The patient would die before the doctor had time to administer any treatment! Instead, the heart rate and blood pressure and temperature and a range of other vital signs are monitored to gauge how the patient is doing at any point in time.

Furthermore, if any of the items being monitored drops below a pre-determined point, an alarm will sound to help avert an emergency situation.

This is exactly how a proper KPI monitoring system should work.

THE BUSINESS QUANTUM LEAP PROCESS

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A manufacturing business who implemented a simple KPI monitoring system were able to identify—just in the nick of time—that they were in fact going broke! Thankfully they had enough time to turn it around, but in another month or two it would have been too late.

If you don't yet have a KPI monitoring system in your business, just do it! Your business may soon be on life support without it.

Remember the golden rule: What gets measured, gets done.

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Step 6

QUESTION TIME

Yes No

Do you monitor KPIs in your business?

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If so, are any of them non-monetary KPIs?

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THE
BUSINESS
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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

KPIs across all your areas/departments



The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

7. Ready. Aim. Fire!

Look at this chapter's title. Now mix it up. Ready. *Fire!* Aim.

Would that present some problems? Of course. It would in your business too.

“Shoot first and ask questions later” is *not* a sound business principle!

*If one does not know to which port
one is sailing, no wind is favourable*
Lucius Annaeus Seneca

Step #7 – Target

The *Target* Step has 3 primary components:

1. Set business targets *monthly*, in advance
2. Set business targets *quarterly*, in advance
3. Set business targets *annually*, in advance

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To achieve the outcomes you want in your business, you need to set targets. It is impossible to hit a target that hasn't been set. Targets need to be challenging, but attainable. Set the bar too high and you'll never make it. Set the bar too low and you'll never jump as high as you could.

If you need any reasons to set targets in your business, here are four:

1. Because if you don't know where you're going, how will you know when you arrive?
2. Because they provide focus
3. Because they allow you to measure progress
4. Because what gets measured, gets done

Important targets to set in every business include sales and gross profit targets. These are uniform across all businesses. Don't stop there though, set other specific targets. Other targets to consider will most often be found in the KPIs you track, we discussed this in the last chapter. These could include stock turnover, average sale value, lead conversion rate, square meters of product sold, almost anything in fact.

THE BUSINESS QUANTUM LEAP PROCESS

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When it comes to setting performance targets within business, most businesses fit into one of three categories.

Firstly, there's the type that fire without aiming. With no targets in place, they're just as likely to shoot themselves in the foot.

Then there's the type that set targets almost entirely at random. Prone to aiming at targets either too great or too small, the result often is that nothing of significance is actually hit.

Finally, there's the type that painstakingly select their target, take aim carefully and hit the mark almost every time. That's how to run a business.

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Step 7

QUESTION TIME

Yes No

Do you set targets in your business every month?

☐

☐

If so, do you set any targets apart from sales targets?

☐

☐

If so, do you set actions around the targets that you set?

☐

☐

If so, do you take any action at the end of month to review targets and performance?

☐

☐

THE BUSINESS QUANTUM LEAP PROCESS

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Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

ANNUAL
TARGETS

QUARTER
TARGETS

MONTH
TARGETS

The screenshot shows the '1 PAGE STRATEGY MAP' for 'THE CONTRACTOR COMPANY' for the month of February 2013. The interface is divided into several sections:

- 7. TARGETS:** This section contains three sub-sections: 7.1A (Annual Targets), 7.1B (Quarter Targets), and 7.1C (Month Targets). Each sub-section displays a table of financial metrics including Sales, Gross Profit, Net Profit, and various operational metrics like Backorders, Inventory Days, and Website Traffic.
- 9. FOCUS STATEMENT:** A text box containing the company's focus for the month, mentioning the launch of the 'Mako' tool range.
- 5. VISION CLARIFICATION:** A section detailing the company's vision and strategic goals.
- 4. USP:** A section describing the company's Unique Selling Proposition.

The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

For information on the 1PSM software please visit www.quantumag.com.au/1PSM

8. The Important Stuff

Business owners often make the mistake of trying to do too many things at once. The result of this is that very little actually gets done.

Looking back on our elephant analogy in Chapter 5, it's the equivalent of biting off more than you can chew. In business, as with elephants, that is quite easy to do! The key to making progress is to simply focus only on what's important and concentrate on implementation.

A goal is a dream with a deadline.
Napoleon Hill

Step #8 – Implement

The *Implement* Step has 3 primary components:

1. Implement 3 to 5 very important goals (VIGs) every month
2. Implement 3 to 5 top priorities every quarter
3. Implement 3 to 5 major projects every year

THE BUSINESS QUANTUM LEAP PROCESS

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Take a look at what is most important in your business right now. It should be simple enough to set 3 to 5 VIGs relating to what the most important immediate priorities are.

Next, think about what your long term goals are in your business. Set major projects that will need to be completed to allow your business to meet those goals.

Now you will have a large gap between your short term VIGs and your long term projects. You need to set medium term priorities that will bridge the gap between them.

Mount Everest can't be climbed in a single day. When you've got a mountain to climb, you need to break it down into small stages. This provides a sense of achievement as goals are reached and is much easier to see a clear way forward.

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Step 8

QUESTION TIME

Yes No

Do you know the 3 most important goals that your business must achieve in the *next month*?

☐

☐

Do you know the 3 most important priorities that your business must implement in the *next 3 months*?

☐

☐

Do you know the 3 most important projects that your business must complete in the *next 12 months*?

☐

☐

THE BUSINESS QUANTUM LEAP PROCESS

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- 1

Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...



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9. The Great Horse Race

There is one thing that can be found in almost every business in the world, if you just wait a moment. *Distractions.*

What is less commonly found, is focus. To combat distractions, a business needs blinkers. With blinkers, a horse can't see the horses next to or behind it. It can't see the crowds in the grandstands. It can't even see the rider on its back. It can only see the finish line in front.

It has absolute focus.

Step #9 – Focus

The *Focus* Step has 2 primary components:

1. Write a Focus Statement every month.
2. Set a Critical Goal related to the Focus Statement

Clarity affords focus
Thomas Leonard

A *Focus Statement* is a way of putting blinkers on your business.

If you have set Very Important Goals (VIGs) for the month, then by logical extension you should be able to identify where the main focus of the business needs to be.

If you distil this into a short sentence or two that anyone can understand, this is your Focus Statement.

Without this focus, it is very easy to get distracted, particularly by non-important things. If you multiply that distraction across a whole business organisation, you will have everyone pushing and pulling in different directions according to individual priorities.

A *Critical Goal* is how you define the finish line.

Absolute focus can only be maintained for a short period of time.

That is why you must have a finish line.

THE BUSINESS QUANTUM LEAP PROCESS

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If you set a Critical Goal that is directly related to the Focus Statement, the deadline will be the end of the month. If the business achieves the Critical Goal for the month, you can look back and say “That month was a success!”

In the words of an employee in a business that implemented a Focus Statement & Critical Goal: “We can approach each month with enthusiasm, as the visualisation of our Critical Goal encourages team work to reach it.”

In the Great Horse Race of business, you need blinkers and you need a finish line.

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Step 9

QUESTION TIME

Yes No

Do you ever set a focus for any given month or quarter?

☐

☐

Do you ever set an overriding critical business goal for any given month or quarter?

☐

☐

Do you ever given a team reward for goals achieved?
(Other than sales)

☐

☐

THE
BUSINESS
QUANTUM
LEAP
PROCESS

- 10
- 9
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- 2
- 1

Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

THEME

FOCUS STATEMENT

CRITICAL GOAL

REWARD

The 1PSM software shown above is an optional tool available for you to document and track your 1 Page Strategy Map implementation.

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10. Do It The Same, But Better

For a business to succeed, indeed survive, it must improve. Continuously.

According to Einstein, insanity is “doing the same thing over and over again and expecting different results.” You cannot expect an improved result in your business, if you continue to do the same things in the same way.

Simply put, you must improve. Continuous Improvement is not re-inventing the wheel, it’s refining the shape.

*To improve is to change;
to be perfect is to change often*
Winston Churchill

Step #10 – Improve

The *Improve* Step has 1 primary component:

1. Improve every area of business. Continuously.

THE BUSINESS QUANTUM LEAP PROCESS

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Continuous Improvement is something that everyone in a business should strive for. It is the team sport of the business. Once every single person in a business is involved, the results can be astounding.

A great strategy I heard of was a business that had a 'One Brainwave a Week' policy. Every week, an employee had to come up with one idea for improving any aspect of the business. The business management was gobsmacked at not only the quality of the suggestions, but the improvement in the attitude of the employees!

The best way to build a culture of Continuous Improvement is to create a simple system to promote and capture ideas from all the team. Once the ideas are collected, they can be discussed and implemented according to merit and priority.

THE BUSINESS QUANTUM LEAP PROCESS

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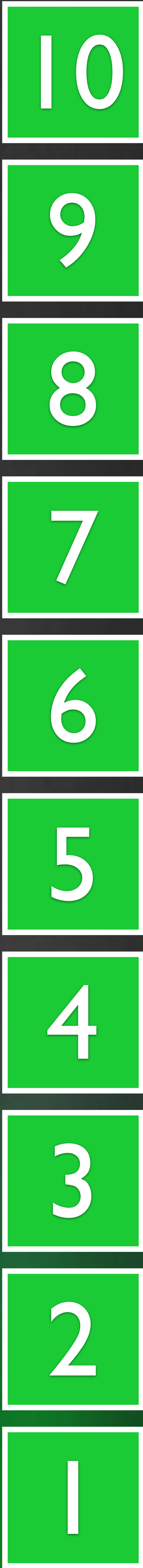
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There are 2 key requirements to bear in mind when collecting ideas:

- Involve all team members
- Treat every idea with respect

Refine. Enhance. Develop. Improve.

Avoid insanity. Do it the same, but better!



Step 10

QUESTION TIME

Yes No

Do you have a system for collecting ideas for improvement from all team members?

☐ ☐

If so, do you have a system to ensure implementation of those ideas?

☐ ☐

Can you think in 10 seconds of an idea for improvement in your business that has been actioned in the last week?

☐ ☐

THE BUSINESS QUANTUM LEAP PROCESS

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- 7
- 6
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- 2
- 1

Where in the 1PSM?

Where in the 1 Page Strategy Map you will find these sections...

CONTINUOUS IMPROVEMENT IDEAS

THE CONTRACTOR COMPANY

1 PAGE STRATEGY MAP

Build Version: V1.48

QUANTUM
ACCOUNTING

STRATEGIC BUSINESS TOOLKIT™

1. TEAM	6. CUSTOMERS	6. MANAGEMENT	6. SUPPORT
1. VEO Completion	1. Active Customers	1. Team Productivity	1. Backorders
2. Team Review	2. Matrix Score	2. Cashflow	2. Inventory Days
3. Satisfaction Score	3. Annual Spend	3. Profitability	3. Report Generation

1. OUR MISSION (Why)

To eliminate tool & consumables supply problems for contractors to the construction industry, by providing a single source option for all construction related purchases.

1. OUR VISION (Where)

TCC won't just be the first choice, we'll be the only choice when it comes to construction contractor supplies. We will be #1 in customer service, product range, product knowledge, market share & profitability.

1. OUR VALUES (How)

- Integrity - our word is your guarantee
- Knowledge - we know our stuff
- Respect - we respect our customers and expect the same in return
- Innovation - we've never met a problem that couldn't be solved
- Commitment - we are 100% committed to our customers

2. TARGET MARKET

- Building Contractors
- Plumbing Contractors
- Electrical Contractors
- Roofing Contractors

2. IDEAL CUSTOMER

- Regular account customer
- High purchase volume
- Service conscious
- Easy to deal with
- Package deal

3. STRENGTHS

- High margin
- High sales volume/value
- Reliability
- Good brand recognition
- Package deal

7. TARGETS (Long Term Period)

Metric	Target
Sales	\$5,850,000
Gross Profit %	35%
Net Profit %	13%
Customer Days	29
Inventory Days	65
Website Traffic	38500
Email Click Rate	10.2%
Backorders	270
Warranty Claims	51
Sales Transactions	8172
Avg Sale Value	\$725.00

8. PRODUCTS (Long Term Period)

- Full website redesign
- New personnel in service dept
- Increase database to 60,000
- Report on matrix for account customers
- Open warehouse in WA

9. SALES (Short Term Period)

- Sales GP
- Shopping Cart Abandonment
- Email Click Rate
- Sales Transactions
- Gross Profit

10. SUPPORT (Short Term Period)

- Backorders
- Inventory Days
- Avg Order Response
- Regular Housekeeping
- Report Generation

11. OPERATIONS (Short Term Period)

- Increased market in VIC&SA due to collapse of competitor
- New Mako range of tools
- Possible new tool supplier in Taiwan
- Group deal with Modular Construct
- Increasing market demand

THE MONTH OF FEBRUARY 2013

1. TEAM	6. CUSTOMERS	6. MANAGEMENT	6. SUPPORT
1. VEO Completion	1. Active Customers	1. Team Productivity	1. Backorders
2. Team Review	2. Matrix Score	2. Cashflow	2. Inventory Days
3. Satisfaction Score	3. Annual Spend	3. Profitability	3. Report Generation

1. OUR MISSION (Why)

Our focus this month is on the launch of the Mako tool range across Australia. This will require Sales, Marketing, Admin & Management to be diligent in sticking to the processes and dates outlined in the launch plan.

1. OUR VISION (Where)

We will grow by increasing product range without losing product focus, by increasing market share without losing market focus and by ensuring our customer service is the best in the country.

1. OUR VALUES (How)

- Integrity - our word is your guarantee
- Knowledge - we know our stuff
- Respect - we respect our customers and expect the same in return
- Innovation - we've never met a problem that couldn't be solved
- Commitment - we are 100% committed to our customers

2. TARGET MARKET

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- Plumbing Contractors
- Electrical Contractors
- Roofing Contractors

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- Gross Profit

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- Backorders
- Inventory Days
- Avg Order Response
- Regular Housekeeping
- Report Generation

11. OPERATIONS (Short Term Period)

- Increased market in VIC&SA due to collapse of competitor
- New Mako range of tools
- Possible new tool supplier in Taiwan
- Group deal with Modular Construct
- Increasing market demand

12. GROWTH STRATEGY (How)

- Increased market in VIC&SA due to collapse of competitor
- New Mako range of tools
- Possible new tool supplier in Taiwan
- Group deal with Modular Construct
- Increasing market demand

13. CRITICAL GOAL

450 individual sales of new product range launched this month

DEADLINE: Thursday, 28 February 13

REWARD: Team lunch at Nino's!

THREATS: Loss of sole distributorship rights

THREATS: Legal action

THREATS: New marketing campaign from Footright

THREATS: WorkCover issues

THREATS: Economic downturn

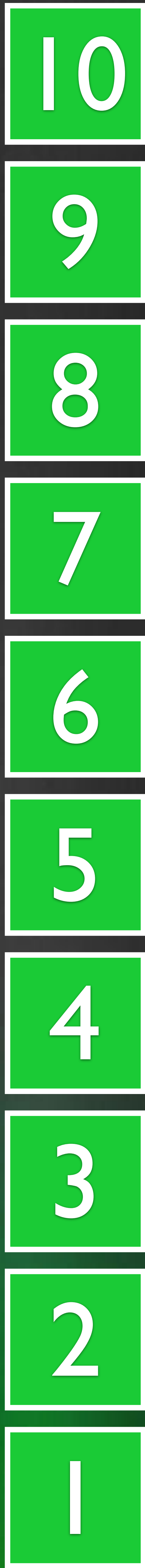
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another integral component of the STRATEGIC BUSINESS TOOLKIT™

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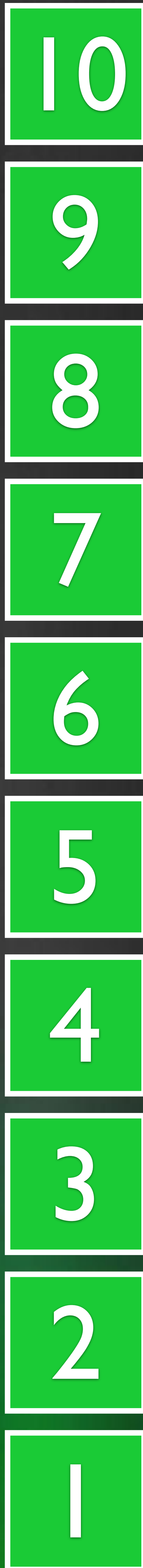


How Do You Rate?

If you haven't yet done it, go back and answer the questions at the end of each chapter, as they relate to your business.

Add up the number of 'YES' boxes you've ticked.

CHAPTER		'Yes' Count
1. Start at the Start : Step #1 – Build	See p8	out of 5
2. Who and What : Step #2 – Decide	See p12	out of 4
3. Inside & Out : Step #3 – Identify	See p16	out of 4
4. Be Special : Step #4 – Define	See p20	out of 4
5. Bite Size Pieces : Step #5 – Clarify	See p24	out of 3
6. Doctor and Patient : Step #6 – Monitor	See p28	out of 2
7. Ready. Aim. Fire! : Step #7 – Target	See p32	out of 4
8. The Important Stuff : Step #8 – Implement	See p35	out of 3
9. The Great Horse Race : Step #9 – Focus	See p39	out of 3
10. Do It the Same, but Better : Step #10 – Improve	See p43	out of 3
TOTAL		out of 35



Your Next Steps

If on the previous 'How Do You Rate?' page your score is:

Less than 20

You need to take action NOW!

Between 20 and 30

Not bad, but your business needs attention.

Over 30

Congratulations! However... *How high is high?*



Option 1: Do-It-Yourself

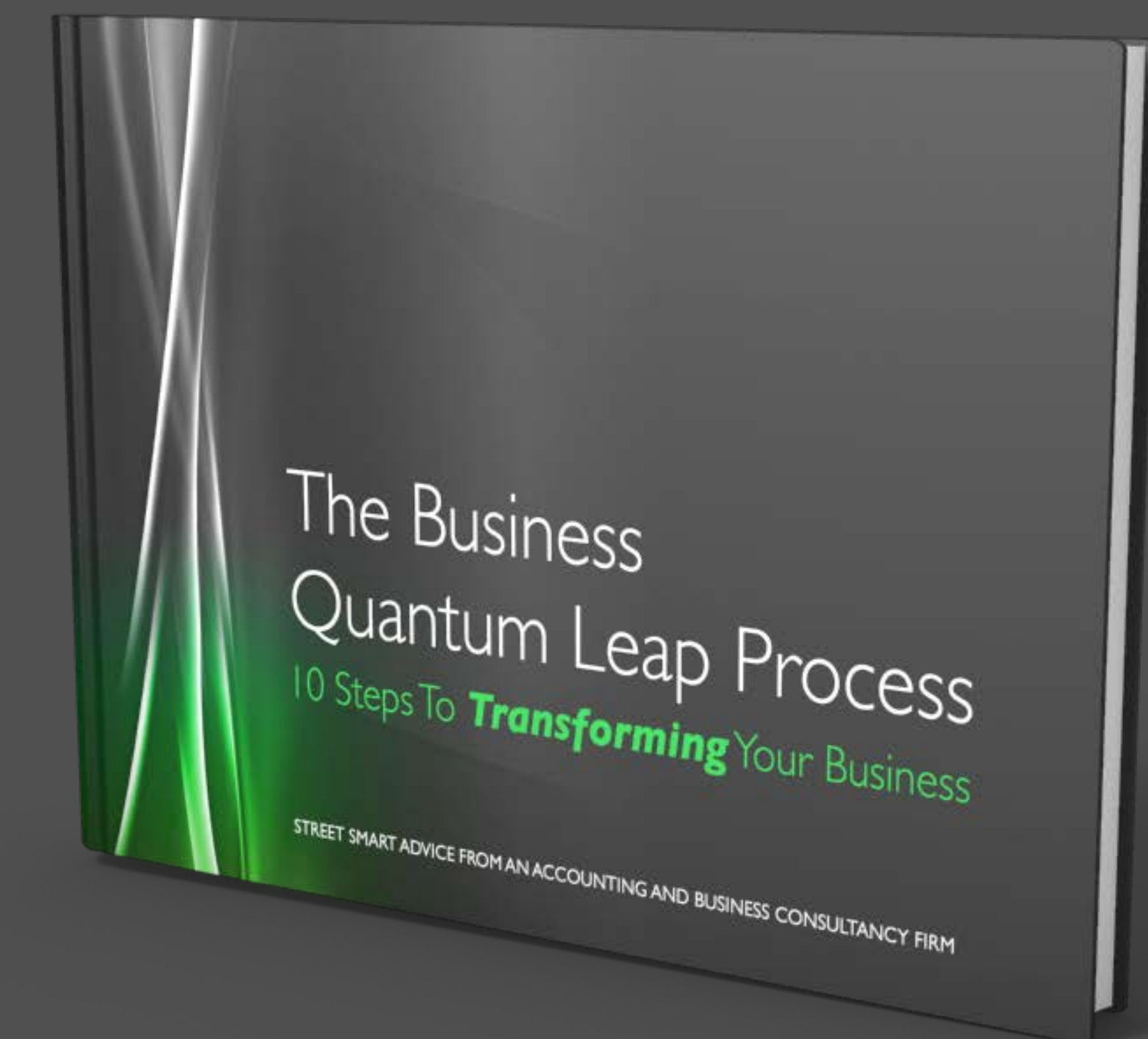
Our 1PSM software is suitable if you prefer a self-help option and have the discipline and focus to follow-through and implement.

Find out more at quantumag.com.au/1PSM and then email info@quantumag.com.au or telephone us to discuss on **02 4577 6565**.

Option 2: Direct Implementation

If you want to make it happen and bring about changes fast, our implementation services are your ideal choice. Call us on **02 4577 6565** to discuss or email info@quantumag.com.au and we'll be in touch.

Now that you've read this...



Put the power of this to work...



Visit www.quantumag.com.au/1PSM to find out more