

## “Why Time is Important”

The most important element in business that impacts success is time. Managing time determines success.

Time Thoughts:

- What is the one thing we never have enough of?
- What is the one thing we can't buy?
- What is the one thing we can't build or manufacture?
- What is the one thing we can't control?
- What is the one thing that makes us all equal?
- What is the one thing we can lose and never get back or find?

## Biz Concepts Specializes in Time Management

How a business uses its time determines how much money it can make. How it's organized determines how fast it can operate, which has a direct correlation to revenue. Which has a direct correlation to earnings and growth.

The more efficient your business is the more customers, sales, manufacturing and decisions you can make. Most people think, I will build it and they will come. But what happens when they come, can you handle the volume. Can you maximize the potential and satisfy all the customers. Or does your company fall apart, and no one is happy.

As entrepreneurs we think getting our idea off the ground with the least amount of investment, get into the market early, first adopters, grab market share. Grow the market and the company. There is a reason companies like Apple, Google, etc. aren't early adopters. And when they enter a market, they take over quickly. And it's not about having the finances. It's because when they enter a market with growth potential, they take the time to create all the functionality to make it a success. Example customer experience, manufacturing supply lines, staffing, roadmaps, market projections, processes, hierarchy and structure. And most importantly are communication lines...

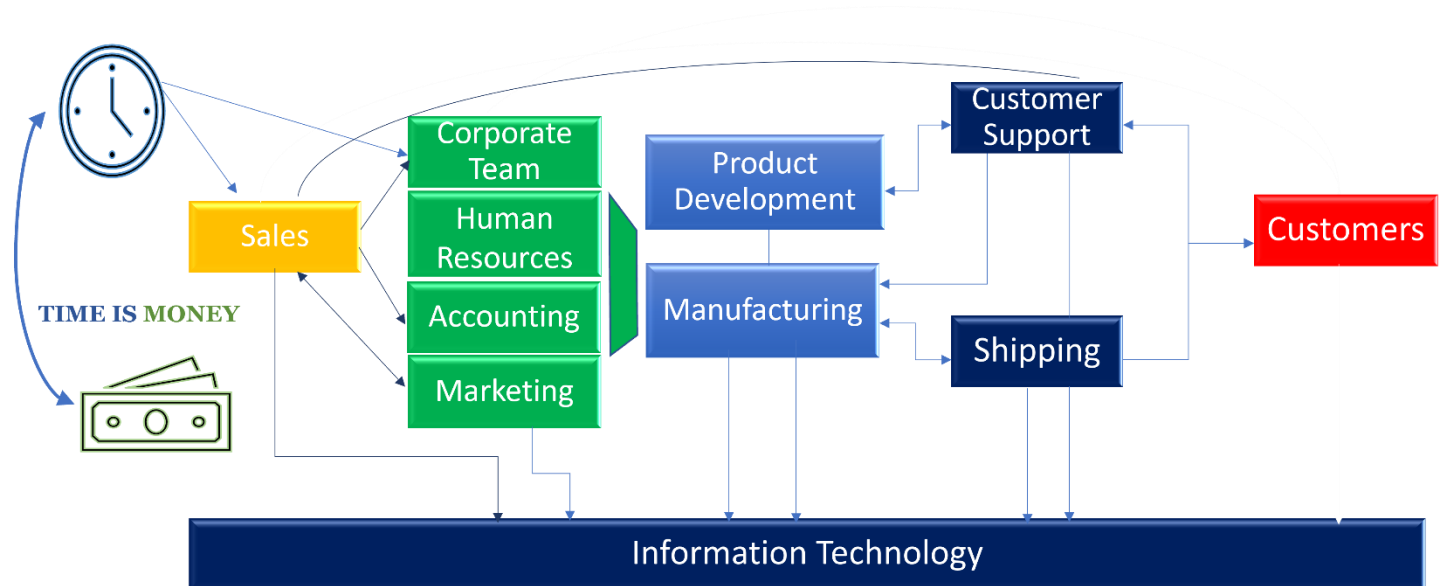
We look not only at how to structure your company, but the communication lines which impact efficiency. And are their process improvements along with technologies that will increase throughput of products. Remember a Service is a product only soft vs. hard product. Service relies on how many customer problems we can solve in a day (Time). The more efficient your business the more paying customers you can manage.

How and when we communicate is very important in running a business. The more decision points or touch points we lose money. The time spent at each point is loss revenue and opportunities. As an owner it's important to reduce bottlenecks and ensure information is timely and accurate. This ensures your time is spent making the best decisions with the information you have available.

We have all heard time is money... But money is not time. These two are not equal. You can take money to make more money, but you can't make time to make more time!! So how you use your time is more important than money. Time is the limiting factor in all businesses. The business that uses time the best wins. Regardless of how much money they have.

**What impacts time:**

- Decisions points
- Delegations of decisions
- Technology
- Bottlenecks
- SOP (Standard Operating Processes)
- Open Communications
- Business Foundation
- Roles and Responsibilities
- Scaling / Growth
- Skills of Leadership
- Knowing what you know and don't know.
- Make vs Buy Decisions
- Partnering with others
- Resources (people skills)
- Capital (finances)



Example of touchpoints that impact your business.

As you can see there are many touchpoints, but they don't have to be time bandits. But create an efficient business that services its customers.

This should be the goal of every business.