



DELXICO CONSULTING LLC

BUSINESS COACHING PROCESS

www.delxico.com



INTRODUCTION - FREE GUIDE

What is your ultimate goal as a business owner?

- Financial Freedom
- Freedom of Time

Key questions to self assess your situation:

Do you own your business or does your business own you?

Accepting and understanding where you are is critical to the transformation process, you must understand that being a business owner doesn't mean you are a slave to your business, we all got into owning our own business for the freedom of being your own boss, start changing your mindset from "I own a job" to "I own a business".

Can my business run without me?

This should be your ultimate goal, true success should be defined by the fact that your business continues to make money with or without you, by following these guidelines you will be able to accomplish that and have the freedom to chose how many hours you want to be involved in the day to day operation of your business.

Am I coachable?

Not everyone is coachable, and you should be 100% honest with yourself, if you are a person that has a very hard time with change and letting go, more than likely you will not be coachable, work on that first before you take the step to working with a coach.

ARE YOU READY FOR THE TRANSITION?

Most business owners make the mistake of thinking that they have to do everything, therefore the mindset continues to be that of an "operator" and not a "Business Owner".

That is the transition, start thinking as a strategic business owner and leader instead of an operator.

"
MAKE SOMETHING PEOPLE WANT INCLUDES MAKING A COMPANY THAT PEOPLE WANT TO WORK FOR.
"
— SAHIL LAVINGIA

Become the kind of leader that people would follow voluntarily, even if you had no title or position.
—BRIAN TRACY

Leadership
IS ABOUT MAKING OTHERS BETTER AS A RESULT OF YOUR PRESENCE AND MAKING SURE THAT IMPACT LASTS IN YOUR ABSENCE.

4 KEY STRATEGIES APPROACH

Strategy is the key to a successful business, our approach concentrates on the human aspect of the business, from the owner to its employees and customers. By understanding the human the actual systematic approach becomes much easier to implement.

1. MASTER FINANCIAL BASICS
2. FIND YOUR USP (Unique Selling Proposition)
3. SYSTEMS & PROCESSES
4. BUILD THE TEAM



STRATEGY IS THE NAME OF THE GAME



KEY STRATEGY #1 - MASTER FIANCIAL BASICS

As business owners we must master the financial basics of our business. This stage is specifically related to the current state of the business financially speaking, we divide it in 4 key areas:

DESTINATION = Specific and Measurable Goals/Targets

MONEY = Understanding your financials, cashflow, collections, costs, revenue, expenses, cost of customers, Cost of Goods Sold, etc. And create KPI's to measure the business.

TIME = Time Management based on actual activities, basic tasks versus non-value added activities. Top leaders must learn the difference between management and leadership, they have to master both.

DELIVERY = Customer Experience, review customer complaints, measure customer complaints, build a robust customer experience.



KEY STRATEGY #2 - UNIQUE SELLING PROPOSITION (USP)

Chances are that your business is not unique and it is in a very competitive market. The **USP** stage is identifying the value the company brings to a customer, what is the company's unique selling proposition, what is the company really good at.

Once identified we must **market it!**

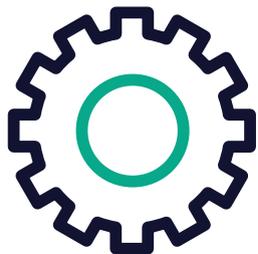
- Review Current Marketing Strategies
- Explore New Services & Marketing Tools
- Prepare a Marketing Strategy
- Test & Measure Marketing Efforts
- Explore Other Revenue Opportunities (subscriptions, sell products online, etc.)
- Rise Prices by up to 10% Annually, Consistently!



KEY STRATEGY #3 - SYSTEMS & PROCESSES

This step is missed by so many business owners, by implementing systems and processes you keep the knowledge base in the business, not the human. This stage is creating and implementing a defined structure with processes, visual aids, and process owners.

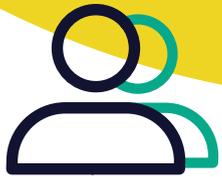
- Check Lists
- SOP's (Standard Operation Procedures)
- Work Instructions or Manuals
- Cross Training
- Business Process Mappings (BPM's)
- Systemize your Business
 - Vision
 - Mission
 - Culture
 - SMART Goals
 - Organizational Charts
 - KPI's
 - Management Systems
 - Technology
 - Etc.



KEY STRATEGY #4 - BUILD THE TEAM

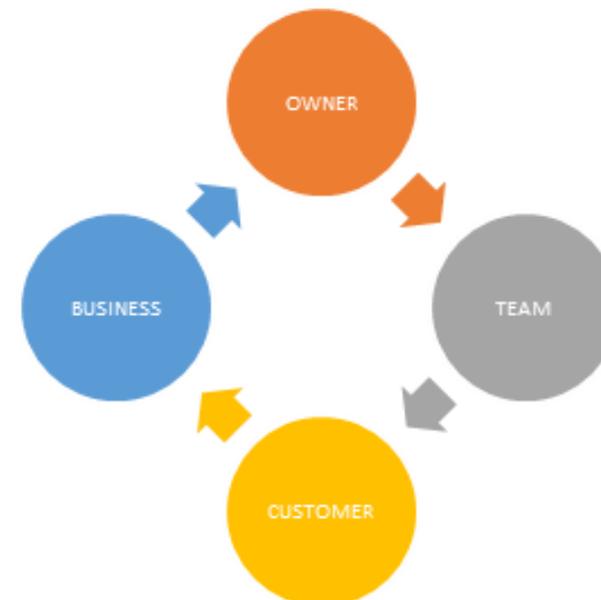
THE TEAM = TIME (Structure for growth and sustainability). This is who will run the business. This is the most important step in the entire process, **THE HUMAN!**

How the owners take care of THE TEAM, is a direct reflection of how the team takes care of the customers!



OWNERS take care of **THE TEAM**.
THE TEAM takes care of the **CUSTOMERS**.
CUSTOMERS take care of the **BUSINESS**.
BUSINESS takes care of the **OWNERS**.

The Winning Circle Secret



KEY STRATEGY #4- BUILD THE TEAM - CONT.

Dive into all these programs to enhance THE TEAM:

- Talent Inventory Assessment
- The Right People in the Right Positions
- Talent Attraction
- Talent Development
- Talent Retention
- Succession Planning
- Targets & Goals
- Performance Reviews
- Accountability & Disciplinary Policy
- Training Programs
- Cross Training
- Organizational Charts
- Job Descriptions
- Team Building
- Leadership Training
- Management Training
- Company Culture, Policy & Rules
- Human Capital KPI's



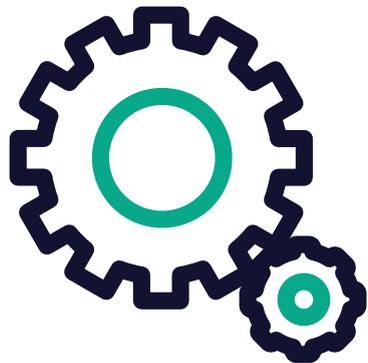
THE END RESULT

HARMONY = A Well Oiled Machine = Duplication, Growth, Freedom!

RESULTS!

- TEAMWORK
- PROCESS & STANDARDIZATION
- RESULTS & ACCOUNTABILITY
- CONTINUOUS IMPROVEMENT
- PROFIT INCREASES
- EXPENSE REDUCTIONS
- SUSTAINABILITY
- DUPLICATION

A Well Oiled Machine



Let's Do This!



BOOK YOUR FREE CONSULTATION TODAY

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