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Welcome to F.O.R.M. Business Coaching Method



www.delxico.com

INTRODUCTION - F.O.R.M. FREE GUIDE



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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 it 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 yet?

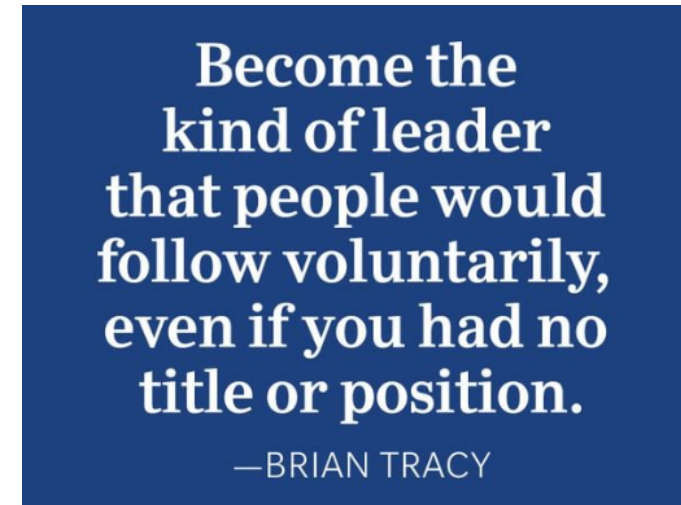
This should be your ultimate goal, true success should be defined by the fact that your business continues to make money with or without you, by following these guidelines you will be able to accomplish that and have the freedom to chose how many hours you want to be involved in the day to day operation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



Start Building Your Legacy!

What is F.O.R.M.?

Success requires a well-rounded and strategic approach. That's where the FORM coaching method comes in, providing you with the essential tools and insights to transform your business into a thriving enterprise.

Our approach concentrates on the human aspect of the business, from the owner to its employees and customers. By understanding the humans the actual systematic approach becomes much easier to implement.

- **F**inancial Basics Mastery
- **O**ptimize Your Unique Selling Proposition
- **R**efine Systems & Processes
- **M**otivate & Build Your Team





STRATEGY IS THE NAME OF THE GAME





Financial Basics Mastery: The Foundation of Business Success



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In the FORM coaching method, Financial Mastery is the cornerstone of building a successful and sustainable business. This pillar is designed to empower you with the knowledge and skills necessary to gain control over your financial landscape, enabling you to make informed decisions and drive growth. We break down Financial Mastery into three key categories:

1. SHORT & LONG TERM DESTINATION = Specific and Measurable Financial Targets

2. MASTER YOUR MONEY = Understanding the day-to-day financial operations is vital for maintaining business health and ensuring profitability. By mastering these financial elements, you'll gain the clarity and confidence needed to make informed decisions that drive your business forward. Understand the basics: Revenue, Fix Expenses, Variable Expenses, Cost of Goods Sold, Cashflow, Invoicing, Account Payable & Receivable, Pricing Structure, etc.

3. MASTER YOUR TIME = Time is one of your most valuable resources, and mastering it can lead to significant improvements in productivity and profitability. In this category, focus on:

Time Audit: Analyze how your time is currently spent, identifying non-value-added activities

Delegation Strategies: Develop a plan to delegate tasks effectively, empowering your team and freeing up your time for high-impact activities

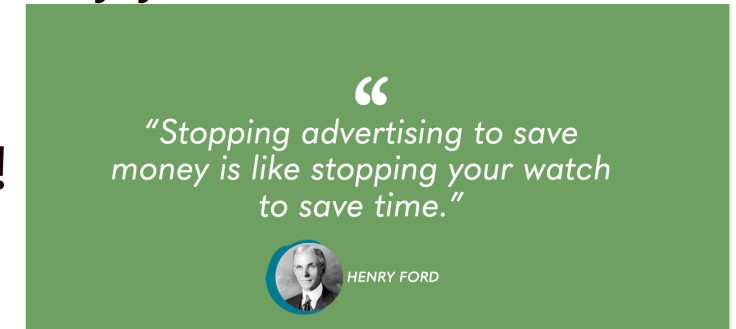
OPTIMIZE YOUR UNIQUE SELLING PROPOSITION (USP)

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?

MASTER YOUR DELIVERY = You will find your USP by talking to your existing customer base. Review your current customer experience, customer complaints, survey your customers regularly and build a robust customer experience.

Once the USP is identified YOU must **market it!**

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





REFINE SYSTEMS & PROCESSES



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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.

Systemize Your Business: Regardless of how small you think you are, creating the right culture in your business is crucial for the long term success. Start by creating your Vision, Mission, Values and Culture you want.

- Set Global Targets & Goals
- Organizational Charts & Process Ownership
- Detailed Job Descriptions
- Measuring Tools (KPI's)
- Business Process Mapping (map out current processes)
- Develop SOP's (Standard Operation Procedures)
- Develop Work Instructions, Visual Aids, Checklists or Manuals
- Leverage & Implement Technology
- Develop a Robust Training Program
- Instill a Mindset of Continuous Improvement



MOTIVATE AND BUILD YOUR TEAM



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THE TEAM 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!"

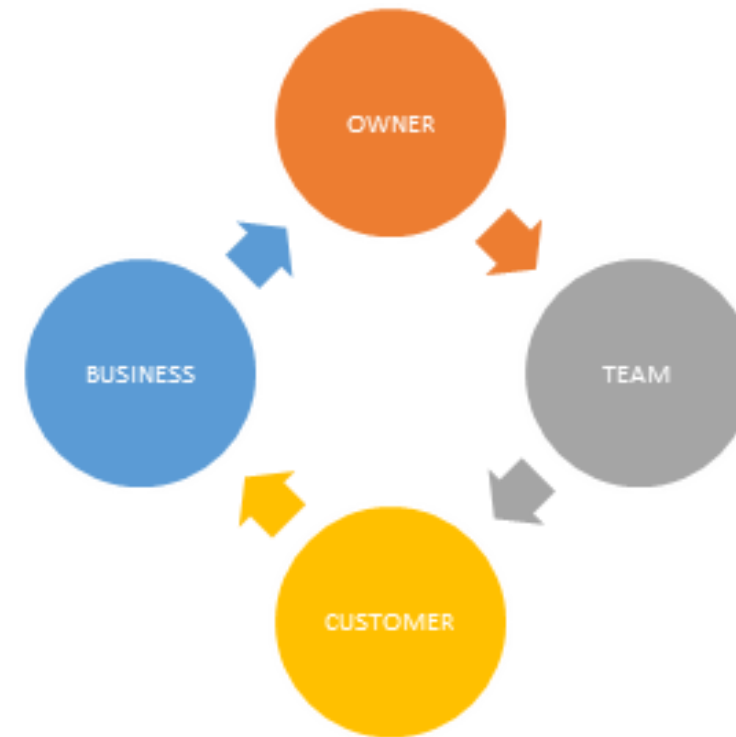
Adopt the winning circle approach.

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**.





MOTIVATE AND BUILD YOUR TEAM-Cont.



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More than likely you are doing a lot of these, if not, at some point you must, this ensures you hire the right team, attract the right talent, retain them and motivate them to grow with you.

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



Here's what you can expect:



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The FORM coaching method offers a comprehensive approach to transforming your business and empowering you as a leader. By embracing the four pillars of **F**inancial Basics Mastery, **O**ptimize Your USP, **R**efine Systems and Processes, and **M**otivate and Build Your Team, you will unlock a new level of success and fulfillment.

- Profitability & Growth
- Cash Flow Stability
- Strong USP
- Effective Marketing
- Streamlined Processes
- Consistent Quality
- Dynamic & Empowered Workforce
- Positive Culture
- Confidence & Clarity
- Informed Decision Making
- Visionary Leadership
- Growth Mindset
- Reduced Stress
- Work-Life Balance
- Purposeful Impact
- Legacy Building
- Prepared for Change

By following the FORM coaching method, you will not only achieve tangible business success but also experience a profound transformation in your personal and professional life. This journey empowers you to lead with authenticity, create a thriving business, and enjoy the emotional rewards of a purpose-driven and fulfilling entrepreneurial experience.

You Can Do This!



Use this free guide and I guarantee you will see amazing results but if you need help and guidance find a coach you can work with.

If you are interested in working with me, schedule a free consultation in the link below

Book Free Consultation

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