

# ReIMAGINE Your Business

## FOUR KEY PRINCIPLES EVERY SUCCESSFUL BUSINESS NEEDS

BY WILLIAM EASTMAN



AT THE HEART OF IT...  
ALL BUSINESSES ARE THE SAME

IBGR.NETWORK - PROFIT RADIO  
...GROW WITH US



## About the Author

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*"Entrepreneurs are the heroes of our society because they put their soul into the game and risk failure for the rest of us..."*

We started IBGR in January 2020. It is the culmination of over a decade working in the radio industry - in front of the microphone and in the back office. First we created the number one business talk show in Central Virginia - Richmond BizLive. After the station was sold we moved to WNTW and Salem Broadcasting became our client. As our client, we brought WNTW in Chester and WLES in Bon Air Virginia back to profitability in 8 months. The stations were sold and that experience prepared us to implement an idea that had been germinating for 2 decades - Business Growth Radio.

*"We are building a company that is telling your story, the story of the most important global community - entrepreneurs. [Join](#) and add your voice"*

### THE REST OF THE STORY

Respect for entrepreneurship was part of my early life. My father alternated between being paid and paying himself as we lived a gypsy life. After studying engineering, I joined the United States Coast Guard as a Marine Scientist and Meteorologist. It was this early life experience that taught me the value of hard work and the need for precision. My final Coast Guard assignment was Chief of the Leadership and Management School with another compelling mission - training the Coast Guard's future. During this period I attended Graduate School and had the great fortune to learn the business from the giants of the industry: Paul Hersey, Ken Blanchard, David McClelland, and Tom Peters to name just a few of my mentors.

However, this was not enough, there was something missing.

## REIMAGINING OUR BUSINESS

I left the service after 12+ years and began the journey of entrepreneurship. Over the last 4 decades I started 5 businesses with the common mixture of success and failure – 2 successful, 2 unsuccessful, and 1 work in progress (this one).

I used my experience and education to build a consulting practice working with the Fortune 500 companies. Our client list was the who's who of industry leaders in manufacturing, pharmaceuticals, software, hospitality, and online services. We created HR infrastructure, implemented lean manufacturing, built performance systems, and helped develop service cultures.

Also during this period I worked with United Nations Development Programmes helping small businesses in West Africa. *The experience changed me and led to my next major life transition - finding a solution to the problem of bringing expensive consulting to small businesses.*

This experience formed the basic question of my last two decades – why do some businesses succeed while others fail?

That answer is the basis of the IBGR Network and our global footprint.

***My story is your story.***



# Welcome to International Business Growth Radio (IBGR)

What is IBGR? Imagine the old-fashioned teletype or Marconi's first transatlantic wireless broadcast bringing the flash news first; affording you the best source of real information and truth that your competition doesn't possess.

Now replace the teletype and radio with an online live stream audio and video broadcast; brought to you free of charge by experts in their field and available for later download.

IBGR combines the best of the past with the cutting edge of the future; all in one place.

From inception, IBGR has operated on the principle of frugality and smart use of finite resources to drive creativity, talent and tenacity. We understand the conditions entrepreneurs live in and what they need to build a successful business; if we can do it, so can you; we are building it in front of you.

As we launch our fifth season of OnAir programming, we are sharing the theme "ReImagine Your Business" and what it means to us. The following are our conclusions and the theme for Season 5 to grow and expand our reach while helping business owners in our listener audience do the same.

Read this document and measure it against what you are currently doing. *Then Reimagine what you could be doing differently.*

Get excited about the possibilities because the future is bright!

Your Friends on the Journey,

The IBGR Exec Team

# REIMAGINING OUR BUSINESS

IBGR believes the rules of business are timeless.

The Season 5 theme of “ReIMAGINE Your Business” is our response to the pandemic and what happens next as the restrictions are lifted. You hear a lot of white noise about the New Normal or the Great Reset. These are attempts to sell you on the idea that business will be very different. *They are wrong!*

## **Business is business.**

You make something, you sell it to somebody, they pay you, and now you try to keep as much as profit as possible. You can make it more difficult if you want, we don't.

Growing a business is a discipline and the core of what happens 24 hours a day, 7 days a week at [IBGR.Network](https://www.ibgr.network).

Instead of making it complicated like others want you to believe, we have examined all the forecasted opportunities and came to the conclusion that they are nothing more than variations of sound business practices.

**We then condensed those variations into four key principles every business needs:**

- Prime Lesson From The Pandemic: Connectivity
- Building A Resilient Company: Outsourcing
- Managing Relationships & Maximizing Performance: Autonomation
- Becoming The Search Of Choice: Perceived Value



## Prime Lesson From The Pandemic: Connectivity

*"Networking is a business model, not a technique or meeting on zoom."*

There were many terms that fit this first upgrade to how business was conducted prior to the pandemic. We stayed away from the word "networking" because it was too limited in its common understanding and yet the overall concept fits well.

Connectivity is much more than just networking, it is about building scale into your business through alliances and partnerships. Your ability to survive unpredictable events and arbitrary governmental decisions requires resilient systems.

Just like we are doing at IBGR, small businesses, as they grow beyond breakeven, need to consider building competence in their core functions and outsource the remainder.

This is a macro perspective of the network effect that goes beyond social media platforms.

To make this work, how to select and manage these relationships becomes the second factor - Outsourcing.





## Building A Resilient Company: Outsourcing

*"What must be your few obsessions for the business to work?"*

The term Outsourcing is part of consulting speak or jargon used to identify your core competencies. It is a powerful concept because it asks early in the development of your business three important questions:

1. What must you excel at?
2. What must you do better than the competition to be successful?
3. What about everything else?

In simple language the one question to ask yourself is - what must you be obsessed with?

From a "management of the firm" perspective, this leads to two key issues.

The first, as stated above, is to build around core competence and outsource the rest.

The second and bigger issue is to outsource cost management of those functions.

If viewing the choice between "building non-core functions" or "outsourcing" with a short-term perspective, outsourcing is more expensive.

But when you take the longer view, the amount of management time and complexity is reduced and outsourcing actually becomes a cost savings.



This puts a premium on how well you select and manage the alliance and that leads to the third factor - Automation.

## Managing Relationships & Maximizing Performance: Automation

*"Market Domination starts with Scalability - using technology to help the company and people win"*

Just like de-jargonizing the concept of core competence, we have the same challenge here.

This is a concept very different from *automation*, which is the replacement of people with technology.

Automation is the removal of tasks humans perform poorly or are beneath their wage level and replacing them with technology. Think of it as scalability - how do you make it simple to grow?

The benefit of automation is your employees are available to do higher payoff work like thinking.

Since automation is a platform solution, it also provides the method for managing the outsourcing of all of your alliances and partnerships.

Everybody on one platform working on shared tasks, especially using the principles of agile and lean (Agilean), will provide sufficient control and oversight without minimizing your outsourcing partner's capabilities.





## Becoming The Search Of Choice: Perceived Value

*"Your ability to influence buying decisions is based on the value people perceive you provide"*

If you can build the first 3 parts of a Connected Business, a support and financial Ecosystem, and a Shared Platform, now you are ready to use the combination to gain a multiplication effect in the customer buying process.

Perceived Value is about the ability to attract - employees, customers, suppliers, investors, partners, followers, etc.

The challenge is to attract the right talent and organizations interested in having a part in your story.

Why?

Because they see your story as their story which leads us back to connectivity and resilience.

This is nothing more than amplifying and escalating the experience.



# ReIMAGINE Your Business With IBGR

What you have just read is the proprietary formula and the exact process IBGR is using to become the gold standard for best practices providing informative, practical, valuable, inspirational tools for all entrepreneurs in pursuit of business growth.

Our pool of locally based OnAir hosts is made up of real entrepreneurs who have lived and breathed the failures and successes of life and business; associates and colleagues from all around the world with proven track records in their particular field of expertise.

Every broadcast is structured to answer 'why, what, and how' in simple terms giving the listener practical tools and information to enhance business performance.

We would love to hear from you!

Tell us your thoughts and send your questions to [info@ibgr.network](mailto:info@ibgr.network). We look forward to meeting you!

