The Challenges We All Face:

- Not enough hours in the day.
- Too many conflicting demands pulling us in multiple directions.
- Vulnerability to the loss of a key team member.
- Etc.
Could your business survive this?

www.MauiMastermind.com
Fundamental Question

How to Work Less and Get Your Business to Produce More...
You were taught to build a job not to build a business!

www.MauiMastermind.com
“If you need something done right...”

Control!

www.MauiMastermind.com
Want to grow the business?

“Do more...”

“Work harder...”

www.MauiMastermind.com
BUT...

The more you do, the more you’ve got to *keep* doing!
A Better Answer:

Do Less!
(and get your business to produce more!)

www.MauiMastermind.com
Scaling Mistake #1:

“Just Hire and Hand Off...”

(building on a 1-legged stool)
Systems

- Reliable processes and procedures
- Documented best practices
- Concrete tools to get results
Every system has two layers...

1. The Process Layer
2. The Format Layer
Format Layer:

1. Word doc of process
2. Screen shots “showing”
3. Sample marketing piece
4. Templated document
5. Calendar of project dates
6. Spread sheet
7. Video of computer (Camtasia)
8. Enterprise software

www.MauiMastermind.com
A simple test to know if you got your system’s format correct:

Is your team USING it!

www.MauiMastermind.com
Scaling Mistake #2: Building for Control

www.MauiMastermind.com
Business Controls

Reliable checks and balances and systems that give your BUSINESS control.

www.MauiMastermind.com
Control

• Level 2
• Autocratic
• “check with me”
• “run it past me first”

Vs. Controls

• Level 3
• Enterprise driven
• “check the scorecard”
• “Follow our internal process”

www.MauiMastermind.com
Three Types of Controls

1. Visual Checklists and Scorecards

Maui Mastermind®
Event Check Off List

Set Up Day Schedule:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>Fly into city destination</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Shopping / Errands</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Arrive to hotel, have shopping supplies delivered to staff room</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Meet with Conference Manager for walk-through</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Set-up staff ready room &amp; conference</td>
</tr>
<tr>
<td>7:00 pm</td>
<td>Dinner</td>
</tr>
</tbody>
</table>

Set Up Check Off List:

A/V ITEMS UNPACK:
- □ 7.5” x 10” Fast Fold Screen w/ Dress Kit
- □ (2) Flip Chart Stands
- □ 40’ Pipe & Drape (Behind Stage) (Plates/fastener/riserpoles/runner poles 5 drapes per runner)
- □ (4) 10’ Panels of Pipe & Drape (Resource Area)
- □ Laptop Computer for Community Sign Up
- □ Laptop for PPT with Scan converter
- □ Colored hats
- □ 2 flip charts on stand w/ markers (off to the side of the stage)
- □ 4 water bottles
- □ Hand Sanitizer
- □ 4 - The Greatest Challenge CD’s by books!!! Note: If the CD’s in total get to below 10 – then order 50 more!!! Used at every BOSC event

www.MauiMastermind.com
Three Types of Controls

2. Procedural Controls

✓ Step 1…2…3…
✓ “Expenses under $100...”
✓ Potential hire review process...
✓ Price exceptions process...

www.MauiMastermind.com
Three Types of Controls

3. Embedded Controls

- Standardized contracts
- Project template
- Automatic “launch sequence” for all new clients
- Sales collateral

www.MauiMastermind.com
Scaling Mistake #3: Not planning your “Exit Strategy”
Great Side Benefit of Building a Business Not a Job

You have a saleable business!

www.MauiMastermind.com
The Maui Effect™

Own Passively -> Sell

Scale
3 Biggest Time Bombs Hidden In Your Business:

1. Weak management team
2. Reliance on YOU!
3. Lack of systems and controls

www.MauiMastermind.com
Scaling Mistake #4:  
Having to broad a focus.
It’s not about more, it’s about BETTER!
Great Strategic Question to Start With:

“What’s the single biggest limiting factor to your business growing?”

www.MauiMastermind.com
## Sweet Spot Analysis Tool

**Low Hanging Fruit:** Solution that would be easy to implement with a high chance of success.

**Home Run:** Solution that, if it worked, would have a BIG impact.

**Sweet Spot:** Solutions that are both Low Hanging Fruit AND Home Runs.

<table>
<thead>
<tr>
<th>My biggest challenge, obstacle or opportunity:</th>
<th>Why it matters:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What are 10+ solutions to leverage this obstacle or opportunity to move me to what I really want?</th>
<th>Mini Action Plan</th>
<th>Who</th>
<th>By When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Solution 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
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<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6.</td>
<td></td>
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<td>7.</td>
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<td>8.</td>
<td></td>
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<tr>
<td>9.</td>
<td></td>
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<tr>
<td>10.</td>
<td></td>
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<tr>
<td>11.</td>
<td></td>
<td></td>
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<tr>
<td>12.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>13.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>14.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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## Find Your Company’s Sweet Spot

www.MauiMastermind.com
Sweet Spot Analysis Tool™

Low Hanging Fruit

The Sweet Spot

Home Runs

www.MauiMastermind.com
Scaling Mistake #5:
Allowing your time to get swallowed up by “D” activities
Single Greatest Time Myth

“I don’t have enough time!”

Fact: You have all the time there is.
You’re already wasting enough time in your business to make consistent progress building it better!
It’s not about more...
It’s about BETTER!
“Solo trial and error is painful, expensive, and slow!”
Target: 8 Hours per Week of Upgraded Time

1 x “focus day” per week = 4+ hours

4 x “prime time” sessions per week = 4+ hours

TOTAL of 8+ Hours a Week!
The Time Mastery Matrix™
Dr. Gurpreet Padda
“...the results speak for themselves—the program helped me to radically upgrade my use of time and make an additional $1 million of net income. I still use these same strategies and principles to this day and find them just as useful and profitable.”

Dr. Gurpreet Padda
Strategy 1:

To upgrade your use of time identify what you do that truly creates value...
## The Time Value Matrix

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Input</th>
<th>% of Result</th>
<th>Unit of Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>D Time</td>
<td>80%</td>
<td>20%</td>
<td>1x</td>
</tr>
</tbody>
</table>
“D” Activities: The 80% “Mass”

David’s Examples:

• Sorting mail
• Paying and disputing bills
• Low level email
• Creating presentation books

What are 3 of your “D” activities?
<table>
<thead>
<tr>
<th>Category</th>
<th>% of Input</th>
<th>% of Result</th>
<th>Unit of Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Time</td>
<td>20%</td>
<td>80%</td>
<td>16x</td>
</tr>
<tr>
<td>D Time</td>
<td>80%</td>
<td>20%</td>
<td>1x</td>
</tr>
</tbody>
</table>
“C” Activities: “Leveraged” 20%

David’s Examples:

• Delegating to Clare
• Dictating a letter
• Meeting with multiple people versus 1v1 on mid-level project

What are 3 of your “C” activities?
## The Time Value Matrix

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Input</th>
<th>% of Result</th>
<th>Unit of Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Time</td>
<td>4%</td>
<td>64%</td>
<td>64x</td>
</tr>
<tr>
<td>C Time</td>
<td>20%</td>
<td>80%</td>
<td>16x</td>
</tr>
<tr>
<td>D Time</td>
<td>80%</td>
<td>20%</td>
<td>1x</td>
</tr>
</tbody>
</table>
“B” Activities: “Sweet Spot 4% ”

• Writing a sales letter that can be used again and again

• Evaluating a JV partner

• Recording a class that we can offer again and again

• Giving a sales presentation to a large group

What are 3 of your “B” activities?
## The Time Value Matrix

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Input</th>
<th>% of Result</th>
<th>Unit of Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Time</td>
<td>1%</td>
<td>50%</td>
<td>200X</td>
</tr>
<tr>
<td>B Time</td>
<td>4%</td>
<td>64%</td>
<td>64x</td>
</tr>
<tr>
<td>C Time</td>
<td>20%</td>
<td>80%</td>
<td>16x</td>
</tr>
<tr>
<td>D Time</td>
<td>80%</td>
<td>20%</td>
<td>1x</td>
</tr>
</tbody>
</table>
“A” Activities: “Magic 1% ”

• Initiating a key JV relationship
• Setting our business strategy
• Making a management hiring decision
• Negotiating a key long term contract

What are 3 of your “A” activities?
Your Goal:

Reinvest a minimum of 5+ hours per week of D time into A and B uses.
Strategy 2:
To “find” time focus first on your “D” activities...
The 4 “D’s”:

1. Delete
2. Delegate
3. Defer
4. Design out
Strategy 3: Structure your week to re-invest your “saved” time in A and B activities...
Focus Days vs Push Days
Strategy 4: Work above the line...
Working “Above the Line”

1. Biz Bottom Line
2. Biz Bottom Line
3. Personal Bottom Line

The Results Rule™
Strategy 5:

Create a “Prime Time Block” each Push Day...
1. Build a business, not a job.
2. Build on scalable base of systems, team, and controls.
3. Understand why your customers really do business with you.
4. Create the right strategic plan.
5. Learn to read the world.
6. Remove the predictable obstacles to growth.
7. You do have the time.
Strategy 6: Leverage Your Personal Assistant
Key Point:

Use a “Project List”

• New Info in Red

• Once you’ve read—BLACK

• If you do new – Blue

• Assistant turns back to BLACK!
Key Point: Use a “Project List”

<table>
<thead>
<tr>
<th>PR</th>
<th>Project Description</th>
<th>Due Assigned</th>
<th>Due</th>
<th>ST</th>
<th>Notes</th>
<th>Following Action Steps and Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>get detailed invoicing for trials bld</td>
<td>6.14.13</td>
<td>P</td>
<td>0</td>
<td>sent email requesting. Also requested to get details if over $200 for the future. Email that I sent to them is in claris sent items folder. I emailed <a href="mailto:trialsprinting@ins.com">trialsprinting@ins.com</a> --- If you have not heard back by 6.30, email again.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>when larry completes putting up the system and controls workshop, assign new expert systems session to Graham Peake</td>
<td>6.13.13</td>
<td>A</td>
<td></td>
<td>This can be sent to Larry or Theresa to complete.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>set bronze calls to suite when come on 6.13.13</td>
<td>A</td>
<td></td>
<td></td>
<td>Scaned file is in egote assistant workspace under claris's outstanding projects. Anything with an &quot;x&quot; through it should not be on the list. DF would like the font of everything to be larger so that he can read it more easily. The conference lines at the bottom also need to be changed. We are using our conference line for DF for sales and one for all BCP clients. The conference line numbers are found in the tmeroade account (log in information in the pw spreadsheet in PA workspace)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>look into DF's email - what is it? Pw?</td>
<td>6.24.13</td>
<td>P</td>
<td>0</td>
<td>6 5 sent steve axon email looking for mass millionaires credentials. 6.13 DF says email is You will have to pay for this to be an email account each month. 56</td>
<td>This is a job for Larry. It is referring to the bronze calls on the master conference line. The file is through the intermediate exchange server. In order to add another email that you can check or forward to another email, you have to pay for it.</td>
</tr>
<tr>
<td>8</td>
<td>put assistant course somewhere on egote and have larry update the file as there</td>
<td>5.22.13</td>
<td>P</td>
<td></td>
<td>waiting on larry to update files. Larry has said several times that he would update the files. I have not yet done anything with it. The files that are correct are in egote. Operations &gt; home study courses and assignable modules &gt; leverage your personal assistant &gt; Manuals and Documents</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>expenses paid back from Austin Event</td>
<td>5.17.13</td>
<td>P</td>
<td></td>
<td>sent email 5 22. Waiting on check. Emailed 6 3 looking for check -- said had been sent. Called 6 10 - VM. Called 6 11 - VM. Emailed 6 11. Lisa is the contact person. See document for email chain. She is supposed to be looking into it for us.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>update kindle version on amazon and make sure that's what we send out to clients now when they request free book. Also look into old people getting books. There are several ways to send information to your Kindle. There is a program you should look into called kindle edition tool. This tool can be used to automatically send documents to your kindle. Just waiting to send new kindle version out. 6.12.</td>
<td>5.10.13</td>
<td>P</td>
<td></td>
<td>DF wanted me to look into how easy it would be for people to put this onto their kindle if they got it in an email. So far, I have found that it is somewhat of a pain. As far as I can see, most people do not use the email to the cloud option that DF uses. Need to investigate further to see if it is worth the time and effort at all.</td>
<td></td>
</tr>
</tbody>
</table>

www.MauiMastermind.com
Here top 3:
1. Customer service center
2. FU email/elist/infusionsoft going
3. Userfriendly fixes of site (usability audits)

Hi Tiffany,

I wanted to follow up with you about our hot seat session 2

There were four main areas we focused on with you and I w

The right information just when you need it.
Using Outlook Appointments

Subject: Tiffany BCP acct call
Location: 218-862-7200, pin# 5
Start time: Fri 10/29/2010 2:30 PM
End time: Fri 10/29/2010 3:00 PM

MOD: 5

3 Strategic Objectives for Q3...

From: DF
Sent: Friday, October 22, 2010 12:49 PM

www.MauiMastermind.com
Using “Categories” with Your Assistant

- assist. contact info to add
- Assist. discuss with DF
- Assist. record to infusoft
- Asst appointment
- Asst print and file
- Asst. to Do
- BCP
- call
- content / blog
- Dictate

CTRL +F2
CTRL + F3
CTRL + F4
Use “Quick Steps” on Outlook Ribbon to Save Time

Re: 3: Update on Zoho Replacement

Steve Asson
Sent: Thu 5/9/2013 10:14 PM
To: David Finkel

Hi David,

Thanks, and I agree on all counts.

I have a technical question in to Caspio and I will set up a free trial and work to replicate (improve) the Action Plan and Accountability Update features to prove out the system before starting a paid account.

This weekend is my daughter’s graduation from Gonzaga. We will be driving to Spokane on Friday and I will likely miss the team call on Monday as well. Should be driving a UHaul back to Portland on Monday.

I will send a written update. Assuming the answer to my tech questions are
Key Point:
One of your assistants **KEY job functions** is to build the system of how to be a great assistant for **YOU**!
Key Point:

Use a “Project List”

• New Info in Red

• Once you’ve read—BLACK

• If you do new – Blue

• Assistant turns back to BLACK!

www.MauiMastermind.com
### Key Point:

**Use a “Project List”**

<table>
<thead>
<tr>
<th>PR</th>
<th>Project Description</th>
<th>Due Assigned</th>
<th>Due</th>
<th>ST</th>
<th>Notes</th>
<th>Following Action Steps and Notes</th>
<th>DF comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>get detailed invoicing for trixes bill</td>
<td>6.14.13</td>
<td>P</td>
<td>6.14</td>
<td>sent email requesting. Also requested to get details if over $200 for the future.</td>
<td>Email that I sent to them is in Clark’s sent items folder. I emailed <a href="mailto:trixesprinting@msn.com">trixesprinting@msn.com</a>. If you have not heard back by 6.30, email again.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>when Larry completes putting up the system and controls workshop, assign new expert systems session to Graham Prew</td>
<td>6.13.13</td>
<td>A</td>
<td></td>
<td></td>
<td>This can be sent to Larry or Theresa to complete.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>update contact sheet and make larger font</td>
<td>6.3.13</td>
<td>A</td>
<td></td>
<td></td>
<td>Scanned file is in Egypt assistant workspace under Clark’s outstanding projects. Anything with an “x” through it should not be on the list. DF would like the font of everything to be larger so that he can read it more easily. The conference lines at the bottom also need to be changed. We are using one conference line for DF for sales and one for all BCP clients. The conference line numbers are found in the time trade account (log in information in the PW spreadsheet in PA workspace).</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>set bronze calls to suite when they come on</td>
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<td>A</td>
<td></td>
<td></td>
<td>This is a job for Larry. It is referring to the bronze calls on the master conferencing line. The email is through the intermediates exchange server. In order to add another email that you can check or forward to another email, you should pay for it.</td>
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<td>look into DF’s pet email — what is it? Pw?</td>
<td>5.24.13</td>
<td>P</td>
<td>6.5</td>
<td>sent Steve an email asking for a free acquisition.</td>
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<td>Lisa is the contact person. See document for email chain... She is supposed to be looking into it for us.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>update kindle version on Amazon and make sure that’s what we send out to clients now when they request free book, look into old people getting book, also look into old people getting book.</td>
<td>5.10.13</td>
<td>P</td>
<td></td>
<td>have given Larry the new file and also uploaded new kindle version to Amazon. Just need to look into old people getting book. There are several ways to send information to your Kindle. <a href="http://www.amazon.com/gp/sendkindltpc">http://www.amazon.com/gp/sendkindltpc</a> — this is a program you should look into. It’s a program you install on your computer to automatically send documents to your Kindle. Just waiting to send new kindle version out. 6.12.</td>
<td>DF wanted me to look into how easy it would be for people to put this onto their kindle if they get it in an email. So far, I have found that it is somewhat of a pain. As far as I can see, most people do not use the email to the cloud option that DF uses. Need to investigate further to see if it is worth the time and effort of all.</td>
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CTRL + F4
Use “Quick Steps” on Outlook Ribbon to Save Time

www.MauiMastermind.com
Key Point:
One of your assistants' **KEY** job functions is to build the system of how to be a great assistant for **YOU**!

www.MauiMastermind.com
5 More Email Suggestions

- “1-2-3” code in subject line.
- Searchable subject lines.
- Leverage “Signatures” to save and access email templates.
- To get less email, send less email.
- At the very least AGE it before you respond!
1. Build a business, not a job.
2. Build on scalable base of systems, team, and controls.
3. Understand why your customers really do business with you.
4. Create the right strategic plan.
5. Learn to read the world.
6. Remove the predictable obstacles to growth.
7. You do have the time.