

# SCALE

Seven Proven Principles to Grow Your Business and Get Your Life Back

## **The Challenges You 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?**



**Could your  
business  
survive  
this?**

**You've got to BOTH scale  
your company AND reduce  
its reliance on you...**

**Build a business,  
not a job!**





## “The Facts...”

- **Sales: \$5 million**
- **Profit: \$1mm/year**
- **80 hours/week**
- **“Owner Reliant”**



**--Tom Santilli**

**2009: \$5 million**

**2010: \$8 million**

**2011: \$12 million**

**2012: \$16 million**

**2014:**

**\$20 million!**



Wed 12/10/2014 12:21 PM

Tom Santilli <Tom.Santilli@xByte.com>

RE: Maui Friends: **Today @ 11AM I announced my retirement to the company!!!**



To David Finkel

Cc Jake Mutz; Thomas Jordan; Raul Chavez; lprinster@emdistributing.com; elitepartnersllc@gmail.com; mayda@businessescalation.com; Klayton Tapley

Thank you David! I gave props to Maui and Level 3 in my retirement speech ☺ Could not have done with without you!!!

### Tom Santilli

President, CEO | [Tom.Santilli@xByte.com](mailto:Tom.Santilli@xByte.com)

#### xByte Technologies

4614 19th St. Ct. E

Bradenton, FL 34203 | Office: (941) 358-9770 | Fax: (941) 741-9779

Questions? Support? Call us! | (888) xByte-IT | (888) 929-8348

01011000 | Quoted prices good for 14 calendar Days. All quotes subject to availability.

All Manufacturer Warranties are subject to all Manufacturer's Terms and Conditions.

Warranties and transferability of said warranties cannot be guaranteed by xByte Technologies. | 01011000

### The xByte Difference

- 14 Day **No Questions Asked** Returns
- **No Hassle** Next Business Day Warranty
- Genuine Parts
- Certified Technicians





**You were  
taught to build an  
owner-reliant job  
*not* to build  
a *business!***

**“If you  
need  
something  
done  
right...”**



**Want to grow the  
business?**

**“Do more...”**

**“Work harder...”**

**BUT...**

**The more you do,  
the more you've  
got to *keep* doing!**



[www.MauiMastermind.com](http://www.MauiMastermind.com)



**1 monkey = Cute**

**10 monkeys = Stress**

**100 monkeys = Overwhelm**

**1,000 monkeys =  
System Failure**

A Better Answer:

**Do Less!**

(and get your  
**business** to  
produce more!)

# **Scaling Mistake #1:**

**“Just Hire and  
Hand Off...”**

**(building on a 1-legged stool)**



**Team**



**Systems**

**Team**

**Controls**

**Scalable**

# 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:

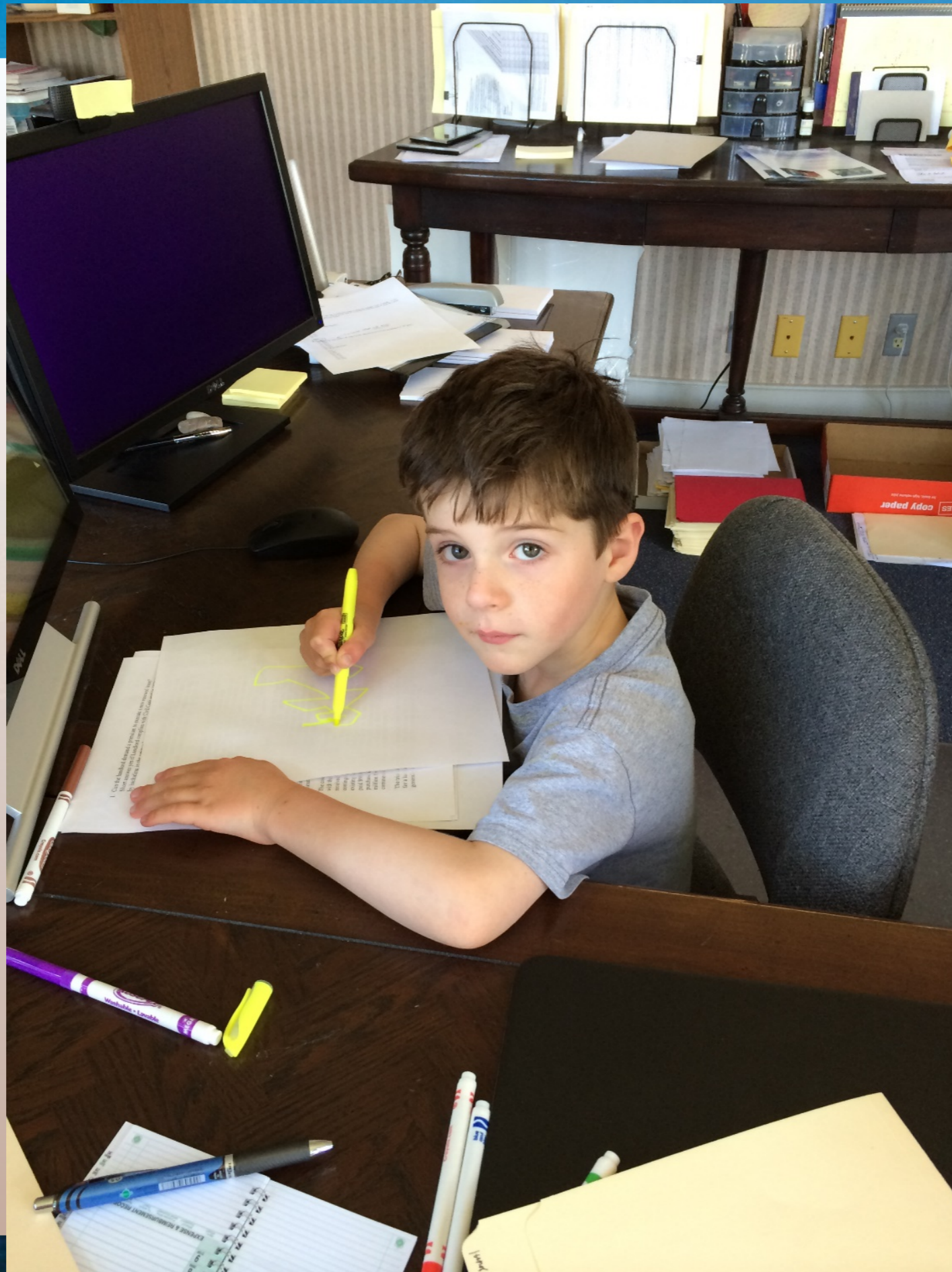
- 1. Word doc of process**
- 2. Screen shots “showing”**
- 3. Sample marketing piece**
- 4. Templated document**
- 5. Calendar of project dates**
- 6. Spread sheet**
- 7. Video of computer (Camtasia)**
- 8. Enterprise software**

**A simple test to know if  
you got your system's  
format correct:**

**Is your team  
USING it!**

**Scaling Mistake #2:**

**Building for  
Control**



[www.MauiMastermind.com](http://www.MauiMastermind.com)

# Business Controls

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



# Three Types of Controls

## 1. Visual Checklists and Scorecards

### Maui Mastermind® Event Check Off List

#### Set Up Day Schedule:

9:00 am	Fly into city destination
10:00 am	Shopping / Errands
12:00 pm	Lunch
1:00pm	Arrive to hotel, have shopping supplies delivered to staff room
2:00 pm	Meet with Conference Manager for walk-through
3:00 pm	Set-up staff ready room & conference
7:00 pm	Dinner

#### Set Up Check Off List:

##### A/V ITEMS UNPACK:

- |   |   |
|---|---|
| <input type="checkbox"/> 7.5" x 10" Fast Fold Screen w/ Dress Kit   | <input type="checkbox"/> Colored hats   |
| <input type="checkbox"/> (2) Flip Chart Stands  | <input type="checkbox"/> 2 flip charts on stand w/ markers (off to the side of the stage)   |
| <input type="checkbox"/> 40' Pipe & Drape (Behind Stage) (Plates/fastener/ <u>riserpoles</u> /runner poles 5 drapes per runner) | <input type="checkbox"/> 4 water bottles  |
| <input type="checkbox"/> (4) 10' Panels of Pipe & Drape (Resource Area)   | <input type="checkbox"/> Hand Sanitizer   |
| <input type="checkbox"/> Laptop Computer for Community Sign Up  | <input type="checkbox"/> 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 |
| <input type="checkbox"/> Laptop for PPT with Scan converter   |   |

# sSCALE

HOME // **BREADCRUMBS**

Font: Open Sans, Regular & Bold, 14px

## HEADER STYLE

Font: Open Sans, Condensed Bold, 30pt

### Subhead Style

Font: Open Sans, Condensed Light Italic, 30px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut **a bold statement aliquam** erat volutpat. This is a text link. veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Font: Open Sans Condensed, 18px, Leading: 24px

THIS IS A BUTTON

ACTIVE STATE

“Rapid growth can kill a business faster than no growth at all. This book will show you how to grow smart!”

—**JOHN JANTSCH**

AUTHOR OF *DUCT TAPE MARKETING* AND *DUCT TAPE SELLING*



Profile Images



**PROFESSIONAL // INNOVATIVE**

**// AUTHORITATIVE // CLEAN // SIMPLE**

Creative Direction



Sample Icons



Brand Colors

STYLE TILE  
version: 1.0

Project  
SCALE

Typefaces  
Oswald by Vernon Adams

colorjar  
ACCELERATING IDEAS

# Three Types of Controls

## 2. Procedural Controls

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

# Three Types of Controls

## 3. Embedded Controls

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



[www.MauiMastermind.com](http://www.MauiMastermind.com)

SPEED  
LIMIT  
25

YOUR SPEED  
49



**Scaling Mistake #3:**

**Focusing on too  
many things at  
once.**



**“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?”**

# 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.



My biggest challenge, obstacle or opportunity:	Why it matters:

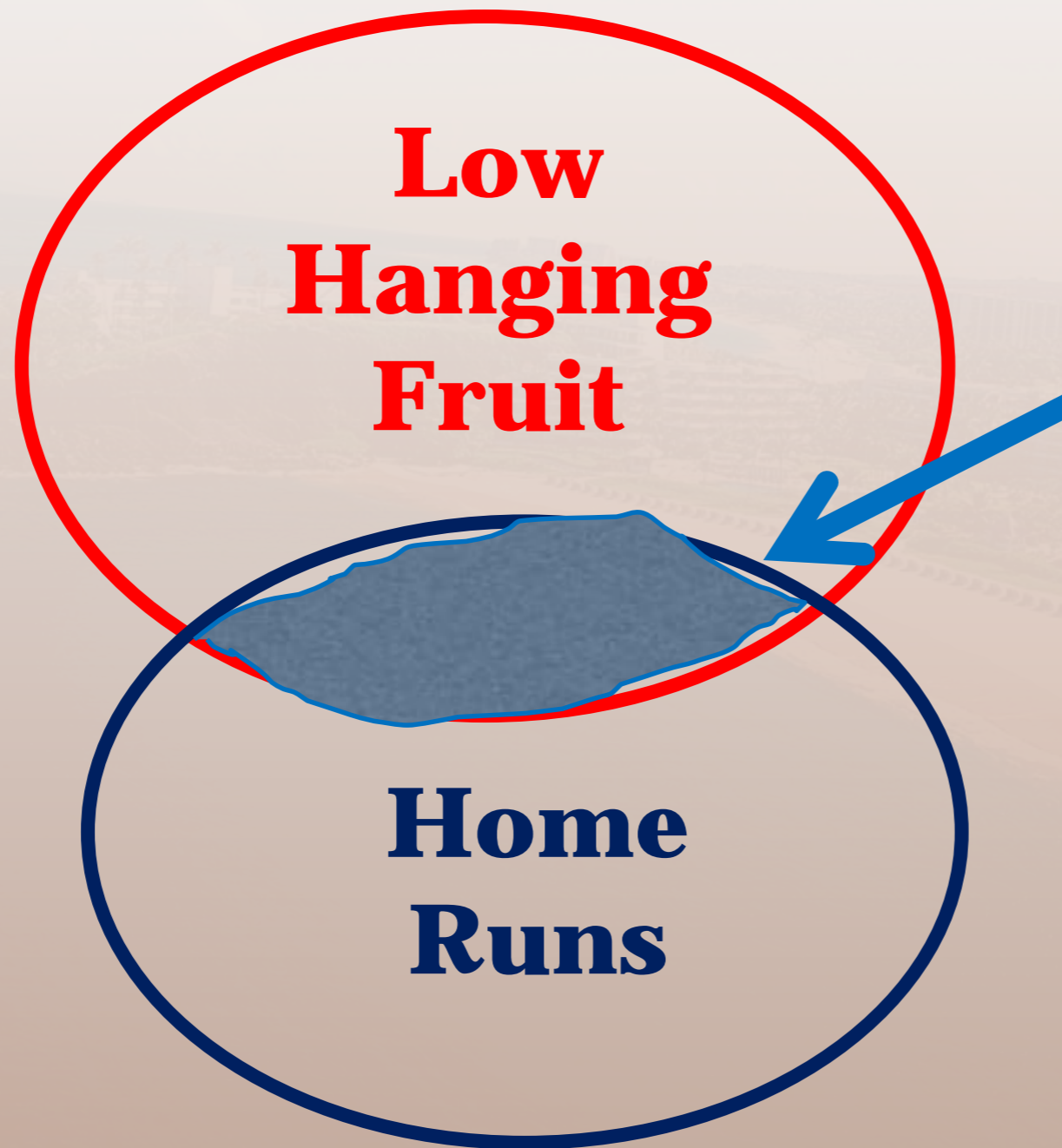
What are 10+ solutions to leverage this obstacle or opportunity to move me to what I really want?		Mini Action Plan	Who	By When
1.	<input type="checkbox"/> LH <input type="checkbox"/> HR	Solution 1: <input type="checkbox"/>		
2.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
3.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
4.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
5.	<input type="checkbox"/> LH <input type="checkbox"/> HR	Solution 2: <input type="checkbox"/>		
6.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
7.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
8.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
9.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
10.	<input type="checkbox"/> LH <input type="checkbox"/> HR	Solution 3: <input type="checkbox"/>		
11.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
12.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
13.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
14.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
15.	<input type="checkbox"/> LH <input type="checkbox"/> HR	Solution 4: <input type="checkbox"/>		
16.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
17.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		
18.	<input type="checkbox"/> LH <input type="checkbox"/> HR	<input type="checkbox"/>		

© Copyright 2013 David Finkel. All rights reserved.

[www.MauiMastermind.com](http://www.MauiMastermind.com)

**Find Your  
Company's  
Sweet Spot**

# Sweet Spot Analysis Tool™



**The  
Sweet  
Spot**

## **Scaling Mistake #4:**

**Allowing your time  
to get swallowed  
up by “D”  
activities**

**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!**

# The Time Mastery Matrix™





## **Strategy 1:**

**To upgrade your use  
of time identify  
what you do that  
truly creates  
value...**



# The Time Value Matrix

<b>Category</b>	<b>% of Input</b>	<b>% of Result</b>	<b>Unit of Result</b>
<b>D Time</b>	<b>80%</b>	<b>20%</b>	<b>1x</b>

# **“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?**

# The Time Value Matrix

<b>Category</b>	<b>% of Input</b>	<b>% of Result</b>	<b>Unit of Result</b>
<b>C Time</b>	<b>20%</b>	<b>80%</b>	<b>16x</b>
<b>D Time</b>	<b>80%</b>	<b>20%</b>	<b>1x</b>

**“C” Activities: “Leveraged” 20%**

**David’s Examples:**

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

**What are 3 of your  
“C” activities?**

# The Time Value Matrix

<b>Category</b>	<b>% of Input</b>	<b>% of Result</b>	<b>Unit of Result</b>
<b>B Time</b>	<b>4%</b>	<b>64%</b>	<b>64x</b>
<b>C Time</b>	<b>20%</b>	<b>80%</b>	<b>16x</b>
<b>D Time</b>	<b>80%</b>	<b>20%</b>	<b>1x</b>

## **“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

<b>Category</b>	<b>% of Input</b>	<b>% of Result</b>	<b>Unit of Result</b>
<b>A Time</b>	<b>1%</b>	<b>50%</b>	<b>200X</b>
<b>B Time</b>	<b>4%</b>	<b>64%</b>	<b>64x</b>
<b>C Time</b>	<b>20%</b>	<b>80%</b>	<b>16x</b>
<b>D Time</b>	<b>80%</b>	<b>20%</b>	<b>1x</b>



## **“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?**

**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™**

The background of the text area features a magnifying glass with a gold frame over a white document. A black pen is positioned as if writing on the document. Below the pen, there is a bar chart with green bars and a red line graph showing an upward trend. The entire scene is set against a light yellow background.

**Strategy 5:**

**Create a  
“Prime Time  
Block” each  
Push Day...**



# Questions?

**David@MauiMastermind.com**

**TEXT: “SCALE”**

**to**

**MAUI  
MASTERMIND**

Build a Business, Not a Job