SCALE:

How to Grow Your Business and Get Your Life Back

2009:
$450,000

Blake Schwank

- **Long Hours.**
- **Tech by day; Admin/Billing by night.**

Level 3 Road Map™

Where was Blake?

SELL - SCALE -
OWN PASSSIVELY!

Level Three

Advanced Stage
Becoming systems reliant.
Establishing your management team.

Middle Stage
Building your core.
Escaping the "Small Business Trap."

Early Stage
Securing early clients.
Reaching profitability.

Level Two

Creating your business plan.
Making sure your business is viable.

Level One

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2009:
$450,000

2014
$2.6 million!

478% growth

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Case Study: How Former Army Major Scaled His Company

Learn 3 key lessons you can apply to successfully scale your company.

BY DAVID FINKEL *Co-author, 'Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back'* @DavidFinkel

68 SHARES 1 COMMENTS

IMAGE: Getty Images

Blake Schwank owns a successful I.T. services business in Colorado. He started Colorado Computer Support after 11 years of active duty in the U.S. Army (he separated from the Army as a Major).

For several years he owned what most of us would refer to as an "owner reliant" business whose survival rested squarely on Blake's shoulders to be there every day to make sure things happened. He was one of the main "techs" who did the work of the

Blake's Company Featured on Inc.com

ADVERTISEMENT

TODAY'S MUST READS

MAIN STREET
The Successful Leather Shop Straight out of 'Portlandia'

Bill Gates Thinks You Should Read These 6 Books This Year

Why Do Millennials Really Start Companies?

INC. EVENTS
Register Today for the 2015 iCONIC Tour, Presented by Inc. and CNBC

You were taught to be self-employed *not* a business owner.

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Could your business survive this?

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Think about what this means to you…

- **Nothing for your family…**
- **Nothing for your employees…**
- **Nothing for your customers…**

Everything would literally be gone!

How do you grow your sales AND reduce your business's reliance on you?

Build a business, not a job!

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Key Insight:

“Self Employed” business owners try to escape by working harder!

Want to grow the business?

“Do more…”

“Work harder…”

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BUT...

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

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A Better Answer:

Do Less!

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

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1 monkey = Cute

10 monkeys = Stress

100 monkeys = Overwhelm

1,000 monkeys = System Failure

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The First Big Mistake that Nearly Every Business Owner Makes!

Simple Hire and Hand Off...

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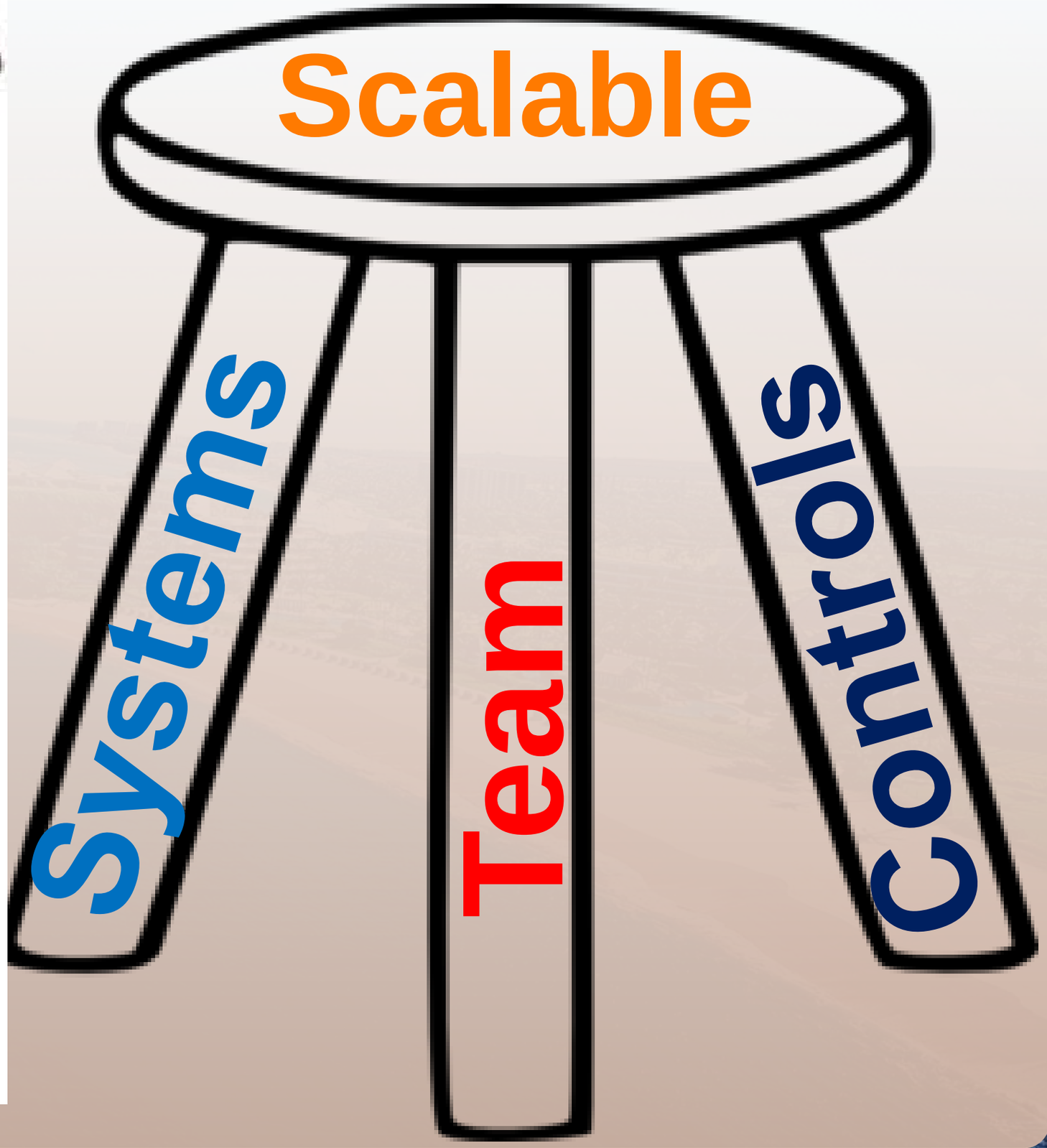

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Systems

- 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

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The Second Big Mistake that Nearly Every Business Owner Makes!

Building for Control

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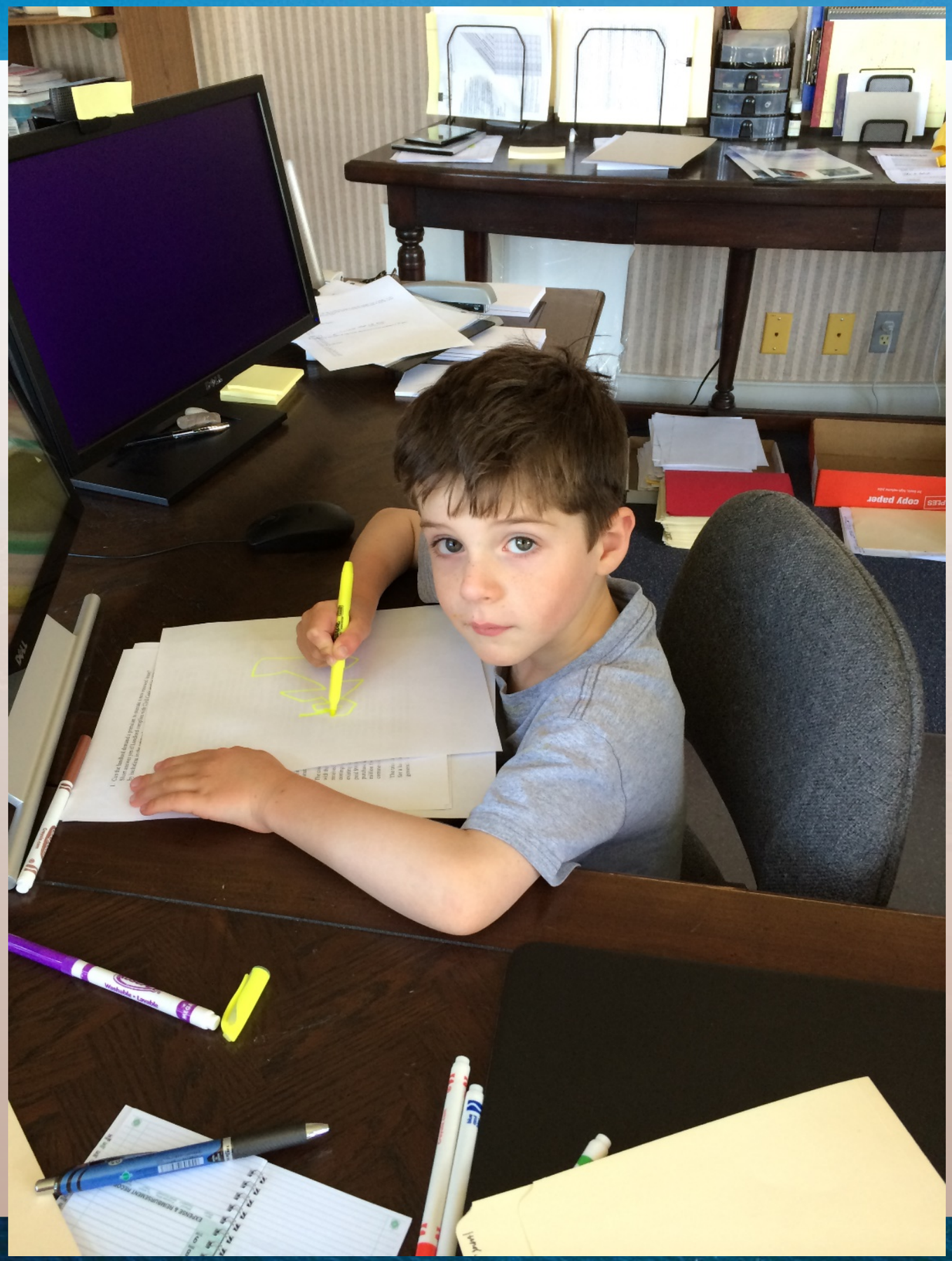

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Business Controls

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

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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
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Set Up Check Off List:

A/V ITEMS UNPACK:

- ☐ 7.5" x 10" Fast Fold Screen w/ Dress Kit
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- ☐ Laptop for PPT with Scan converter'
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- ☐ 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

sCALE

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, consectetuer 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.
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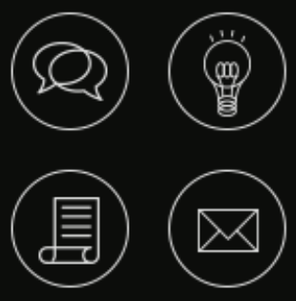
ACTIVE STATE

"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

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SPEED
LIMIT
25
YOUR SPEED
29

Join Me for Break Out Session on Scaling Your Company!

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Fundamental Business Owner Question:

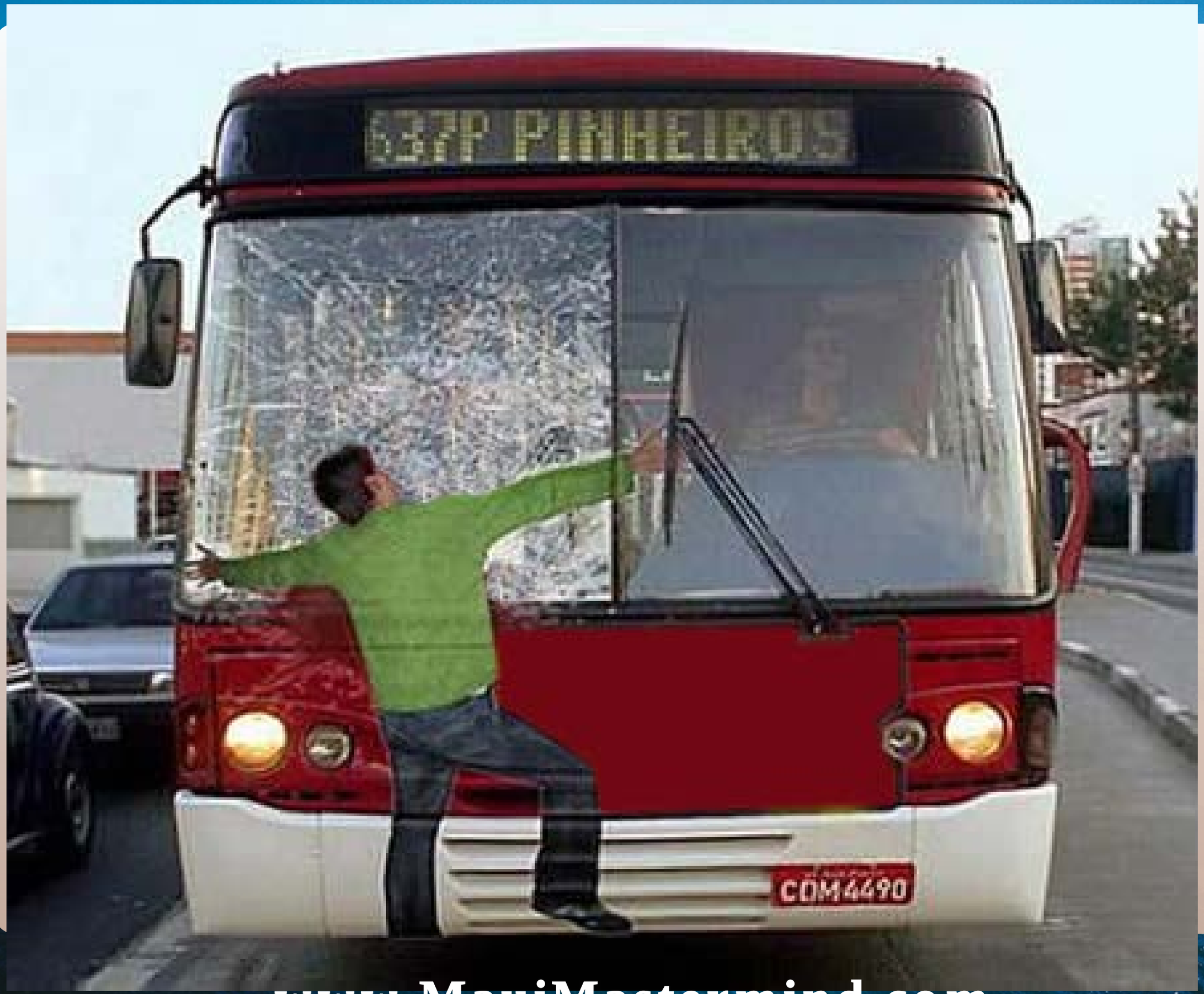
What is your EXIT STRATEGY?

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.**



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

Build a business, not a job!

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“The Facts…”

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

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--Tom Santilli

2009: $5 million

2010: $8 million

2011: $12 million

2012: $16 million

2014:

$20 million!

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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

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

“If you need something done right...”

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1 monkey = Cute

10 monkeys = Stress

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1,000 monkeys = System Failure

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A Better Answer:

Do Less!

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

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Scaling Mistake #1:

“Just Hire and Hand Off…”

(building on a 1-legged stool)

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Team

Scalable

Systems

Team

Controls

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

Is your team USING it!

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Scaling Mistake #2:

Building for Control

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Three Types of Controls

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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

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Scaling Mistake #3:

Focusing on too many things at once.

“It’s not about more, it’s about BETTER!”

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Great Strategic Question to Start With :

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

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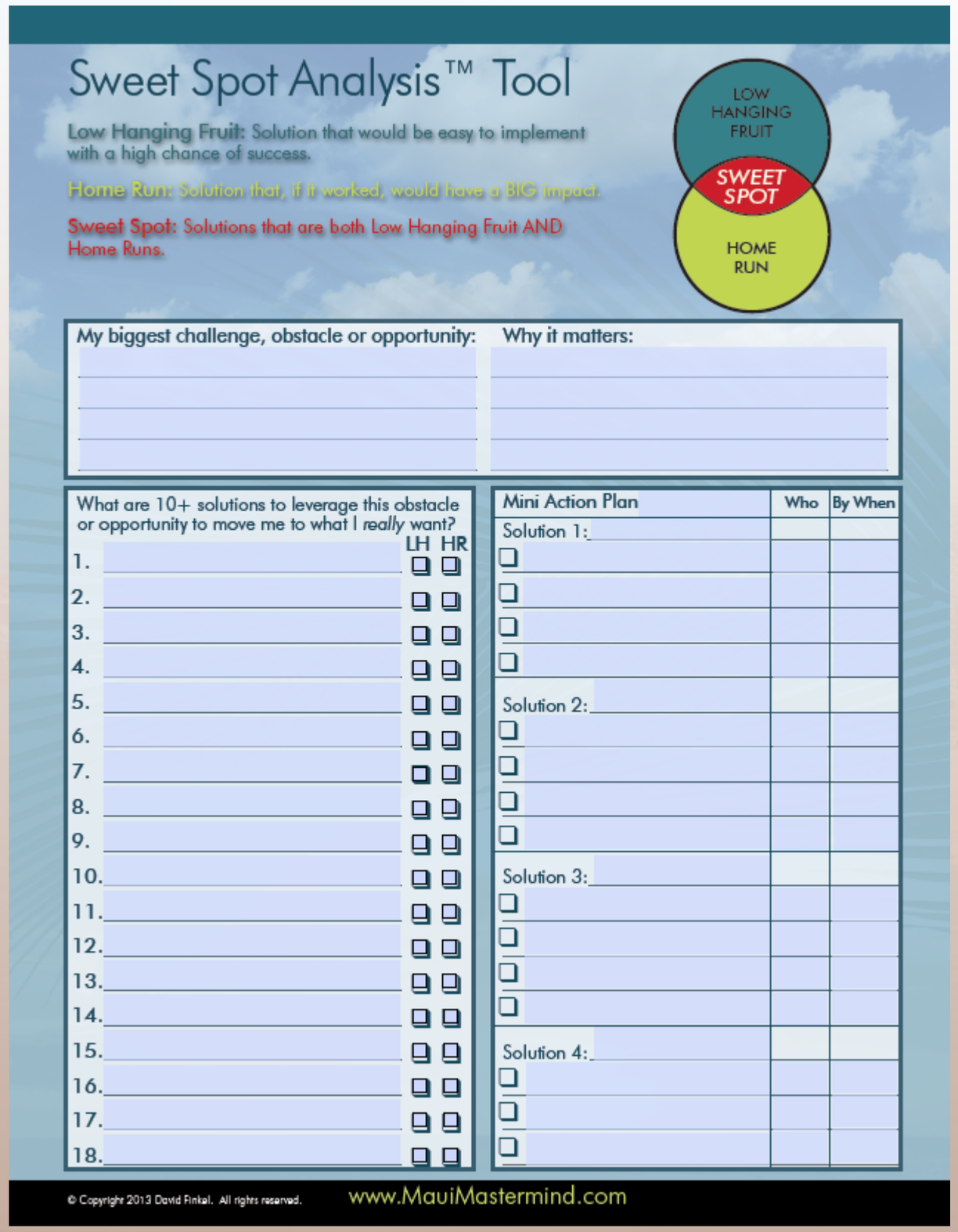

Sweet Spot Analysis™ Tool

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?	LH	HR
1.	☐	☐
2.	☐	☐
3.	☐	☐
4.	☐	☐
5.	☐	☐
6.	☐	☐
7.	☐	☐
8.	☐	☐
9.	☐	☐
10.	☐	☐
11.	☐	☐
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13.	☐	☐
14.	☐	☐
15.	☐	☐
16.	☐	☐
17.	☐	☐
18.	☐	☐

Mini Action Plan	Who	By When
Solution 1:		
☐		
☐		
☐		
Solution 2:		
☐		
☐		
☐		
☐		
Solution 3:		
☐		
☐		
☐		
☐		
Solution 4:		
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Find Your Company's Sweet Spot

www.MauiMastermind.com

Sweet Spot Analysis Tool™

www.MauiMastermind.com

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!

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It's not about more...

It's about BETTER!

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The Time Mastery Matrix™

Strategy 1:

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

The Time Value Matrix

Category	% of Input	% of Result	Unit of Result
D Time	**80%**	**20%**	**1x**

“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

Category	% of Input	% of Result	Unit of Result
C Time	**20%**	**80%**	**16x**
D Time	**80%**	**20%**	**1x**

"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

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

"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

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

"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

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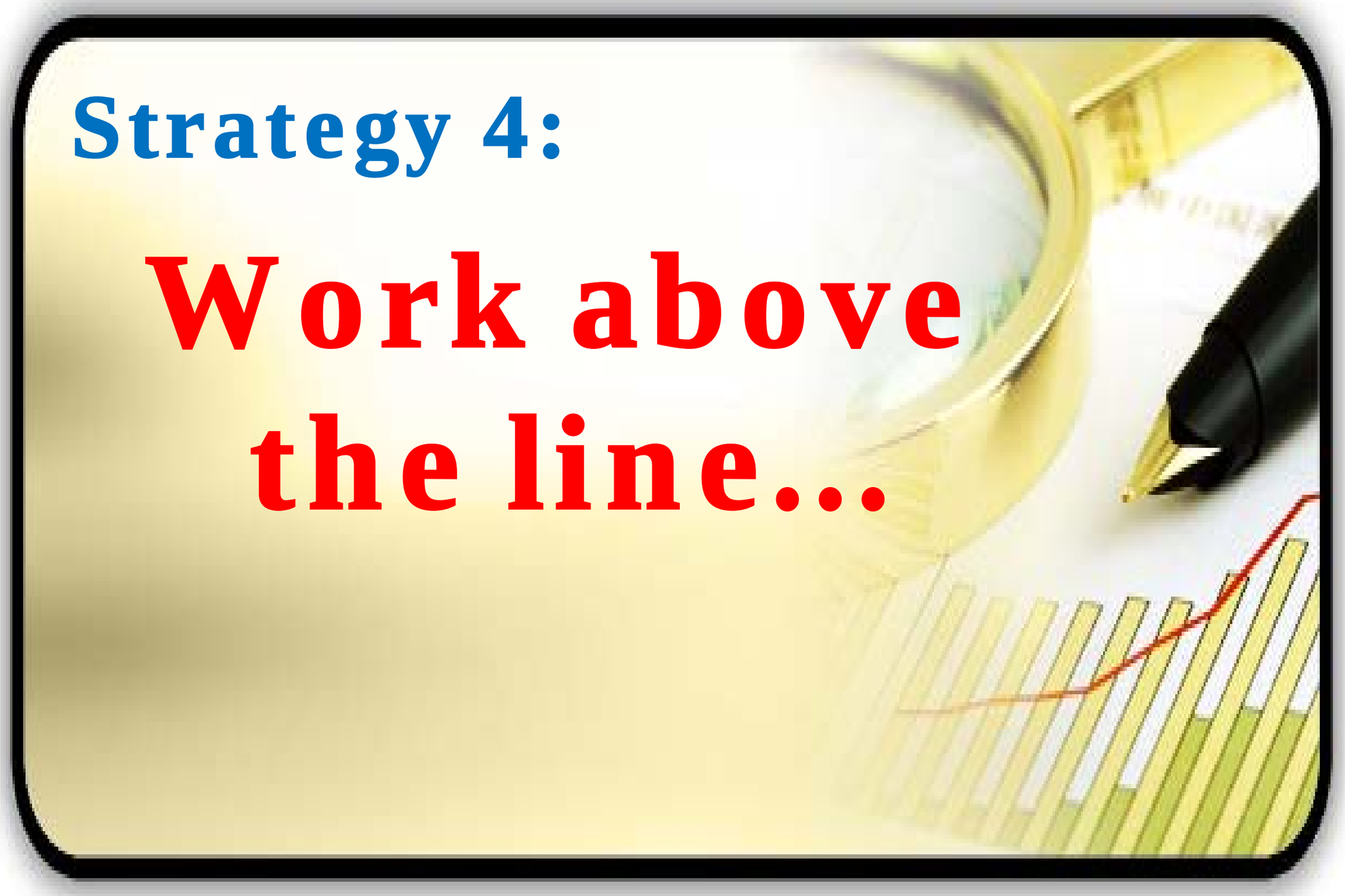
Strategy 4:

Work above the line...



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Working
"Above the Line"

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

The Results Rule™

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Strategy 5:

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

Questions?

David@MauiMastermind.com

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