

Element 8.3

SYSTEMS

+

SUPPORT

HOW TO LEVERAGE WHILE STAYING LEAN

CONSIDERATIONS

- Budget
- Time Budget (Revisit Time+Energy Audit)
- Domain(s) of expertise
- Zone of Genius
- Visionary / Integrator
- Projects
 - Scope of projects
- Objectives
 - Targets
 - Visions
- Timelines / Deadlines
- Growth Strategy – Company of One? Founder Ind?
- Partnerships + Collaborators

HIGH LEVEL APPROACHES

- Solopreneur Bootstrapper – do *most* tasks
- Lean Support Team
 - VA
 - Accountant
 - Content Manager
 - Etc.
- 4-Hour Workweek – aka *outsource* *most* tasks
- Partnerships / founding team
- “In-Source” – “WHO not HOW”
 - Partnering with another person/people with *high level* “Zone of Genius” in the areas not your ZOG
- Agency or Team

TO ASSESS

- Efficiency, effectiveness of current processes
 - Time tracker
 - 80/20 –
 - Fluidity/Batching vs. Disparate
- Overall time management
- “Hell YES / Maybe / “Hell NO!” exercise + lists
- What is not an absolute MUST?
- *Question assumptions about what “Has to get done” and/or “Has to be done this way”*

SYSTEMS

The Goal – Use the time you have to your greatest possible advantage.

Systems – A method of solving a repeated business issue in a strategic and effortless way.

- A system addresses a specific problem or business issue
- A system is automatic

Systems: Benefits

- Dodge / avoid problems
- Save time / Increase productivity
- Founder independent / Delegate /

WHAT TO SYSTEMATIZE

What to systematize:

- Identify issues that happen regularly
 - Example: Invoicing, emails,
- Identify issues that take a lot of time
 - Example: Tax preparation, Copywriting or editing
- Identify issues that frustrate you
 - Example: Onboarding process
- Identify issues that are outside of your core competency
 - Example: Cleaning

HOW TO SYSTEMATIZE

- 1. Identify the issue / inefficiency
- 2. Create a process
 - Step-by-Step
 - Use tools, technologies
 - Use Project + Time Management Tools (“batching”, Pomodoro, “Lean” approach, “Urgent/Important” Matrix, etc.)
 - Time “Edit”
- 3. Implement (or hire to implement)

RECOMMENDED TECHNOLOGY + TOOLS

- Trello
- Google Calendar
- Calendly
- Google Drive
- Airtable
- Fiverr.com
- Hiremymom.com
- Creative Market
- Envato
- Focus Timer
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RESOURCES

- *“How to Create Business Systems That Will Automate and Streamline Business Growth”* Forbes article by Neil Patel (a guru IMO:)
- *“The Power of Business Systems”*
- So many useful resources on the Strategic Coach website:
<https://resources.strategiccoach.com/>
- *“The Four–Hour Workweek”* by Tim Ferriss
- *“Rocket Fuel: The One Essential Combination That Will Get You More of What You Want From Your Business”* by Gino Wickman & Mark Winters
 - *This is the book I was referencing that explains the “Visionary vs. Integrator” concept and application in business*