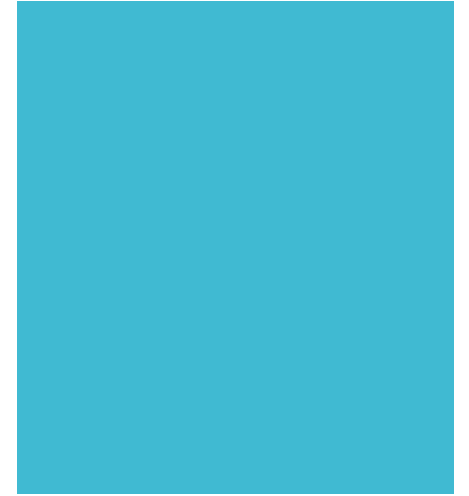


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The Secret to Smashing Goals



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The Secret to Smashing Your Goals

Covering a number of steps on how to grow your business.



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Find and Save More Time

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Put your "To Do" list into your calendar

No point having a "To do" list if it doesn't get done!



1) **Bite-Sized Chunks**

Take all your big items, break into smaller steps and then start to plan it into your diary.



2) **Reschedule as Required**

If a task remains undone, move to a future point when you can complete it.

Track your time and ensure you schedule the work that moves you toward your goals first.

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For more great time-saving tips, review



Louise Eldridge
Get organised!!
4th September 2020



Rebecca Newenham
Great habits build great success!
11th September

Log in to your account to re-watch these talks

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Improved Habits & Time Efficiency

Leads to...

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Improved Productivity

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Regularly review your progress

Even a one person business should regularly review progress and update any plan accordingly

- 1) What went right?
- 2) What went wrong?
- 3) How do you improve outcomes?
- 4) Can someone else improve outcomes?
- 5) How do competitors solve this issue?
- 6) What actions can you do to avoid the issue again?

A repeat issue is a symptom of a broken process, lack of training or poor strategy

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Improved Productivity

Gives you...

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More Time to Plan, Grow & Review

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Work on your business, not in your business

Warning signs you are working IN your business, includes...

- You do everything yourself and are there for every decision.
- You check all delegated work, every time, often at night.
- You do not have long term plans.
- You say "I'm too busy" frequently.
- You're not making the money you expected /should expect.
- No clear long term vision, no strategy to build or exit plan.
- You survived another year but don't feel like you progressed.

You cannot grow your business without a clear goal, detailed plan and help.

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Have VERY clear and measurable KPIs

Like time tracking, knowing your key performance indicators allows you to track outcomes/performance.

- 1) Customer acquisition cost
- 2) Number Of customers
- 3) Average income/profit per customer
- 4) Number of returns or complaints
- 5) Employee satisfaction & retention
- 6) New Vs. repeat site visitors
- 7) Hours spent on sales/marketing
- 8) Number of sales calls made

**Have a clear plan with measurable outcomes.
Be personally accountable for those outcomes.**

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Why Accountability Works

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Why is Accountability so Important

Even business leaders need help to stay accountable!
Without public accountability things S... L... I... D... E...

- 1) Even business leaders need help to stay accountable!
- 2) Clear and actionable goals with KPIs lead to success.
- 3) No accountability leads to your goals being “forgotten”.
- 4) Defining your goals to someone else makes them real.
- 5) Recognize possible risks/roadblocks before becoming problems.
- 6) Remain aligned with the vision and strategy that you defined.

If you have goals but no accountability then you don't have goals, you have wishes and dreams...

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Why Accountability Helps Productivity

An accountability mindset clarifies what you need to take action on, and the impact that taking action will create.

Accountability with a clear action plan to follow helps you achieve your goals quicker.

- 1) Accountability partners help identify concrete, measurable goals.
- 2) Check in regularly = more momentum, prevents procrastination
- 3) Agree timelines and define clear deadlines and milestones.
- 4) Celebrating small wins pushes you to your next milestone!

Your internal accountability will grow by having an accountability partner to help keep you on track.

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Take Your Business Up A Level

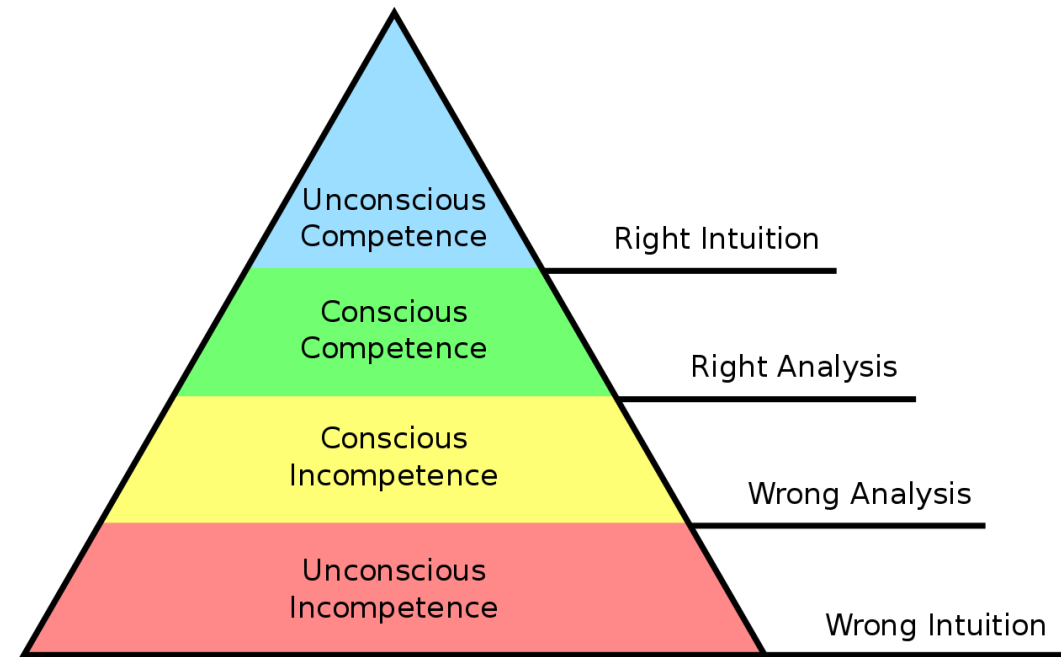
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Improve your thinking, improve your business

Unconscious incompetence – you don't know, what you don't know. So, how do you fix problems you cannot see?



Hierarchy of Competence

Accept the fundamental truth – you cannot know how to do everything and get it right first time!

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Mastermind, Mentors & Coaches

Why should you be part of a “mastermind”, have a business mentor or coach? Why pay others to tell you what to do?

- 1) Creates accountability
- 2) Offers you perspective
- 3) Covers your “blind spots”
- 4) Stimulates creativity

Mastermind, Mentor, Coach: what are the differences and who will be best for your business?

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What is a “Business Coach”?



A business coach focuses more on specific skills and development goals and can help to clarify your growth vision. Coaches tend to follow a more formal, structured approach to resolve specific issues and manage aspects of their role.

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What is a “Business Mentor”?



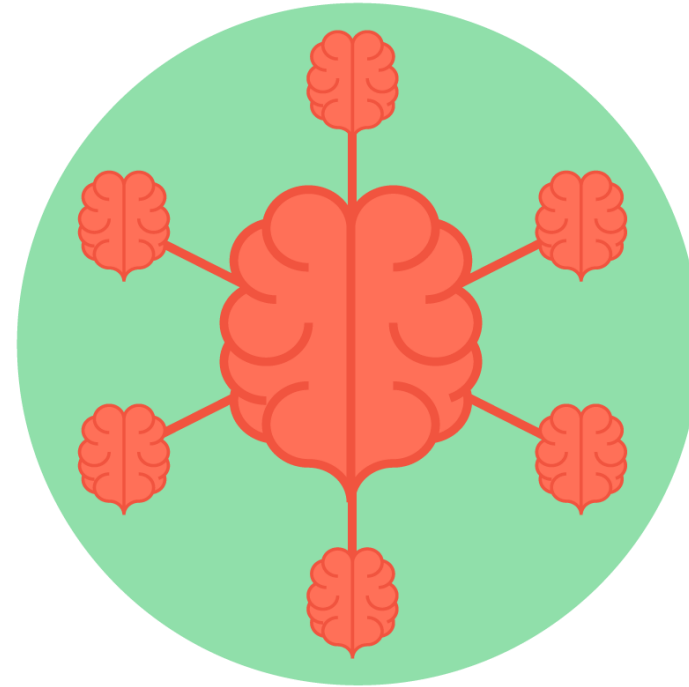
A mentor, is a 1 to 1 relationship with a business person who offers their knowledge, expertise and advice to those with less experience. By leveraging their business experience and skills, mentors guide mentees in the right direction.

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What is a “Mastermind”?



A mastermind group usually 6-10 peers meeting regularly for shared guidance, advice, and support. Helps with difficult challenges using collective experiences and insights of members. You speak the truth and expect the truth in return.

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So...? Who do I choose?

There's no right answer, all businesses and owners are different, here are some items to consider before looking

- 1) Do you have clear goals?
- 2) What type of support do you need?
- 3) Do you need specific knowledge or broad experience?
- 4) What are the strengths or weaknesses of each option?
- 5) Are your expectations realistic?
- 6) Is there a shared communication style?
- 7) Will you commit fully?

Those who fully commit get more out of their coach, mentor or mastermind.

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What is My Next Step?

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BiZHUB Mini-Mastermind

Asking other trusted and experienced business people can quickly help you resolve your problems.

- You cannot solve a problem if you don't know which questions to ask.
- Mini-Mastermind share your problems move forward and create a better business.

You can't buy experience but you can mix with people who have already "been there" and "done it"...

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Get the Most From Mini-Mastermind

We run Mini-Mastermind sessions on the 4th Friday of every month. Included in your BiZHUB Membership.

Before you attend it is a good idea to know:

- What direction you want your business to move in
- What is your end goal?
- Are you creating a sellable asset?
- Is it more a lifestyle orientated business?

It is not compulsory to know this, but it can help.

Hopefully using the ideas and strategies above will help you get the most from your Mini-Mastermind

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But... THERE'S MORE!

Free guide to getting the most from your BiZHUB Mini-Mastermind is available in the member's area.



<https://www.signalbordon.org/the-signal-biz-hub>

Hopefully using the ideas and strategies above will help you get the most from your Mini-Mastermind

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Even more! Pilot half-day Mastermind

A chance to find out how it feels having an hour spent looking at your business in a group of 4. Ideal for BiZHUB Members who regularly attend Mini-Mastermind.



Just £25 p.m each for the pilot – (usually £250 a month)
Date Early 2021 – [email: emma@signalbordon.org](mailto:emma@signalbordon.org)