

# How To Make Your Business Run Without You, Susan Carter

## Introduction

- goal: create systems-dependent business that can efficiently run without the daily physical presence of the owner.
- goals pyramid:
  - a systems-dependent business =
  - repeatability =
  - consistent results =
  - a business that can virtually run itself!

## Chapter 1

### Why Your Business MUST Be Able to Run Without You

- most important reason: risk
- closure statistics: 1. financial resources, 2. the compromise of acquisition, 3. drastic changes in the market demand for products or services, 4. transition planning deficit
- increase your company's success by emulating successful franchise techniques

## Chapter 2

### How To Handle Growth So It Will "Make" Your Business Rather Than "Break" Your Business

- Paul Planworthy's story
- planning doesn't end when your doors open for business

## Chapter 3

### The Quest for Consistency and Why It Is the Most Important Aspect of a Successful Business

- consistency is NOT synonymous with superiority
- consistency is the most important aspect
  - it creates the reputation your business will be built on

## Section I – Business Definition

## Chapter 4

### What Business Are You In?

- un/conscious decisions based on
  - the way the business looks
  - the way your employees treat them
  - how well you keep the promises you make to them
- the advantages of defining a niche market
- how to develop a consistent image

## Chapter 5

### How To Bridge the gap Between Your Current Business and Your Ideal Company

- what is your ideal company – what was the initial plan
- define the ideal business
- eliminate barriers – build bridges
  - specializing will attract more customers
  - training is a key element of image definition
  - go to the source of the target market

## **Chapter 6**

### **How Paying Attention to the Details Can Give You Your Ideal Business**

- “Pay attention to the small things and the big things will take care of themselves.”
- when systems are compromised, the business suffers
- train employees to use the systems
- prepare for both success and error

## **Chapter 7**

### **How To Separate the Owner in You from the Employee in You**

- focus on the ideal business
- determine different jobs or positions that exist for the ideal company
- prepare the organization chart for the ideal company
- write job descriptions & responsibility outline for each position of your ideal company

## **Chapter 8**

### **How To Promote Yourself to the Position of Owner Even If You Are the BEST Employee You Haves**

- master/apprentice approach to training
- steps and procedures

## **Chapter 9**

### **How To Get Your Employees to Support Your Business Success System**

- WIIFM factor
- why hiring the inexperienced can work to your advantage
- how to get current employees to change their habits

## **Section II – The Business of Doing Business**

### **Chapter 10**

#### **Why You Must Your Document Operating Procedures**

- game plan, recipes, construction blueprints – businesses rarely have their own
- “plan the work and work the plan”
- bigger isn’t always better – how big should an operations manual be

### **Chapter 11**

#### **Sample TOC**

- sample Table of Contents

## **Chapter 12**

### **Organizing the Process**

- gather current information
- organization process picture (P102)

## **Chapter 13**

### **Setting Up Your Manual Sections and Subjects**

- setting up sections and subjects

## **Chapter 14**

### **Preparing Your Manual's First Draft**

- separate contents of each envelope
- review contents of each folder
  - who-what-when-where-how
- sort, organize and place pages into the binder

## **Chapter 15**

### **How To Streamline Your Business to Squeeze More Profits from Your Current Business**

- fixing profit eaters: paper, people and technology trail
- steps for streamlining your operations

## **Chapter 16**

### **Putting It All Together: Your Final Operations Manual**

- cover sheet, typefaces, page numbering, layout, additional information
- sample TOC and other sample pages

## **Chapter 17**

### **Should You Consider Franchising Your Business**

- franchising the business