

# Systematising Your Business ...and Why You Should

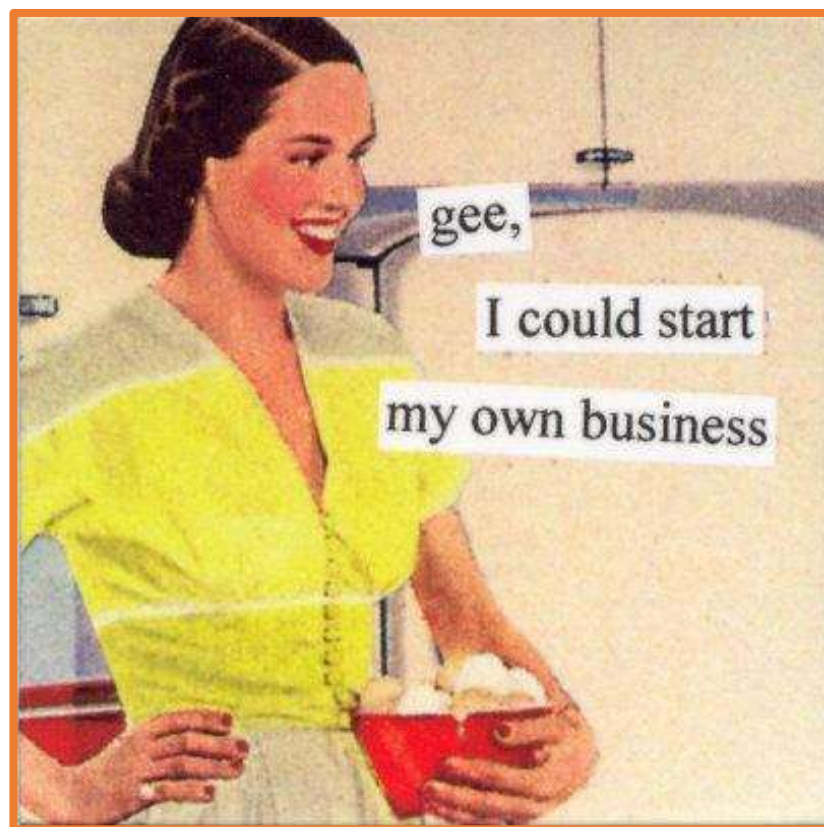


By Lesley-Caren Johnson

**WORD**sparks  
From Inspiration to Information

# Why did you start your own business?

1. To do your own thing
2. Don't want to work for someone else
3. Utilise your skills and abilities
4. To make more money
5. To enjoy more satisfaction





Ray Croc vs  
the McDonalds Brothers

# Case Study

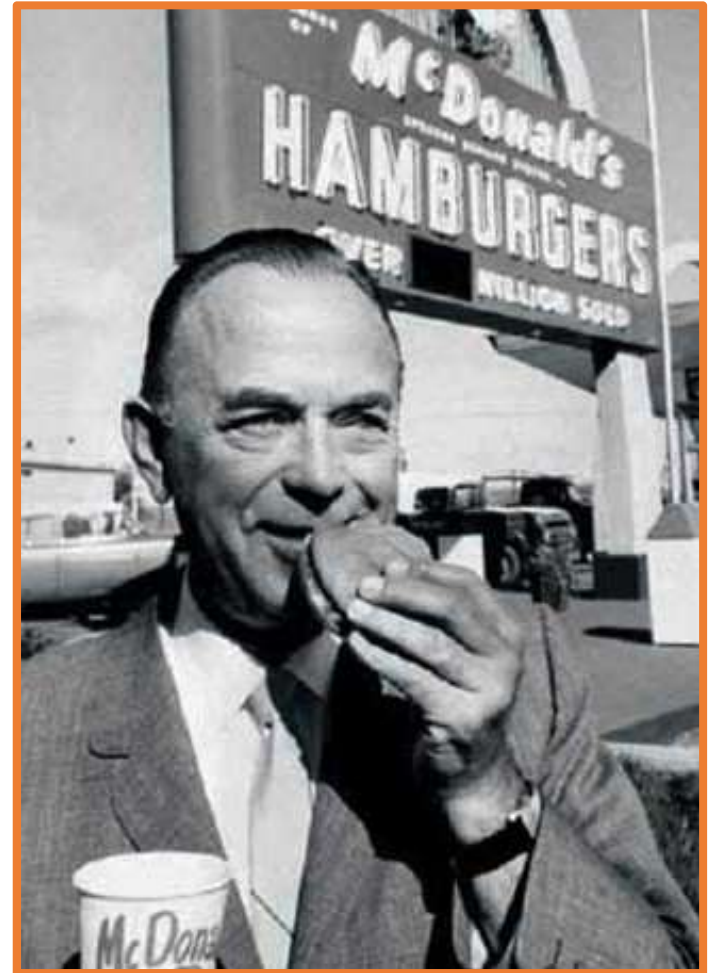
# Richard and Maurice McDonald

- Open 1st McDonalds in 1940
- **Speedy Line assembly line service in 1948**
- Begin franchising in 1953
- Sell rights to Ray Croc in 1962
- Go out of business by 1964



# Ray Croc

- Milkshake machine salesman
- 1954 sells machines to McDonalds brothers
- Secures franchising rights in 1962
- Buys contract for \$2.7m
- One new store every hour in 2005



**What did Ray Croc know that the McDonalds brothers didn't?**

**What do all empire builders know that others don't?**

# Robert Kiyosaki



# What is the purpose of a business

To give it's owner more LIFE!

- More time
- More money
- More freedom
- More enjoyment



Job

BUSINESS

?

# Definition of a business

A commercial, profitable enterprise that works without you!

- Do you own a **business** or a **job**?
- Do you work **IN** or **ON** your business?





# The E-Myth

1. Entrepreneur

2. Manager

3. Technician



# The Entrepreneur

- Visionary/dreamer
- Lives in the future
- How must the business work?
- Business is a system
- Sees opportunity
- Can create havoc



# The Manager

- Lives in the past
- Craves order
- Works to a set of “rules”
- Plans work processes
- Ensures the job gets done



# The Technician

- What must be done today?
- Doer – not a thinker
- Tackles one issue at a time
- Sees a future based on the present



# Why systemise?

- Consistent high performance
- Cost effectiveness
- Uniformity
- Continuity of service and operations
- Ordinary people, extraordinary results



# To achieve the true purpose of a business...

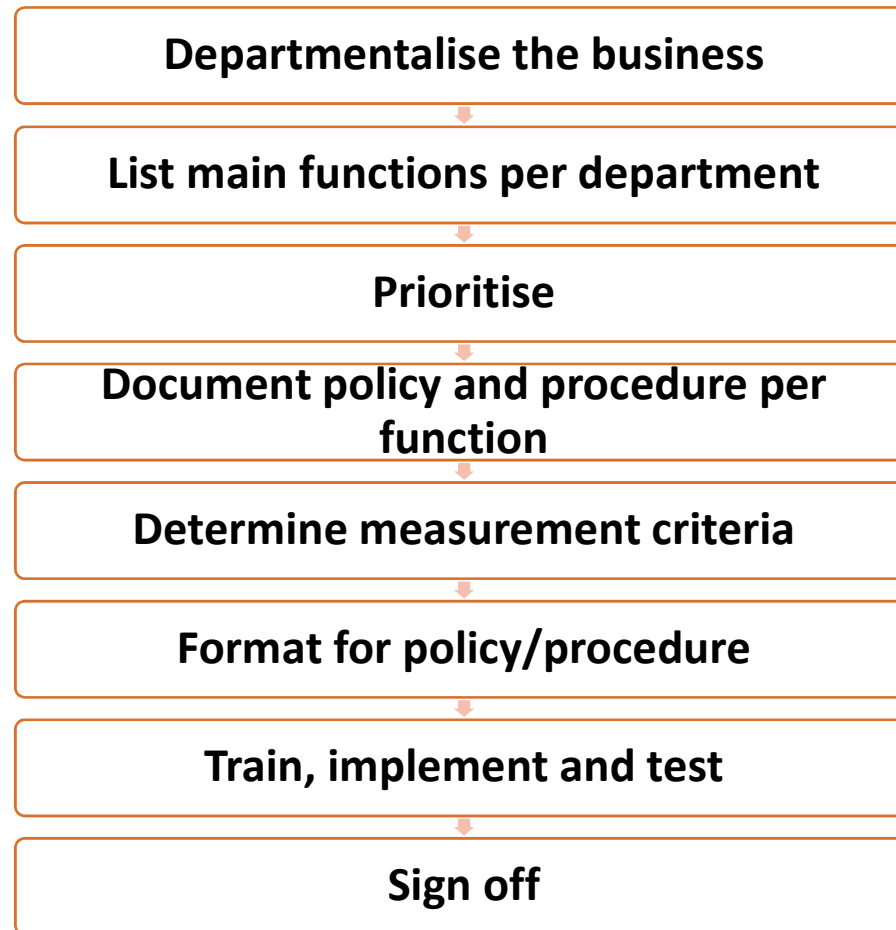
- Businesses don't come with a ready-made *User's Manual!*
- If you're serious about keeping the wheels turning (profitably).
- Systematise the routine, humanise the exception!
- Systematise the business as if you were planning to franchise it



# A franchise model approach

Franchise Model	Generic Business Model
Standardised systems and procedures in place / documented	Business know-how / methods in the owner's head
Strict adherence to standards and measurement criteria	Very little measurement criteria in place
Low levels of skills required	Higher level of skill may be required
Operations manual	No operations manual
Consistent, predictable and uniform service	Lack of consistency of product / service delivery – erratic customer service
Sell the business not the products	Focus is on selling the product / service
Corporate identity maintained	Inconsistent corporate identity
Training and skills transference = efficiency	Requires the owner to be present to run efficiently

# How do you systematise a business?





# Example – Hair Salon

## Departments

- Customer Service
- Business Admin
- Housekeeping
- Stock Management
- Marketing

## Customer Service Function

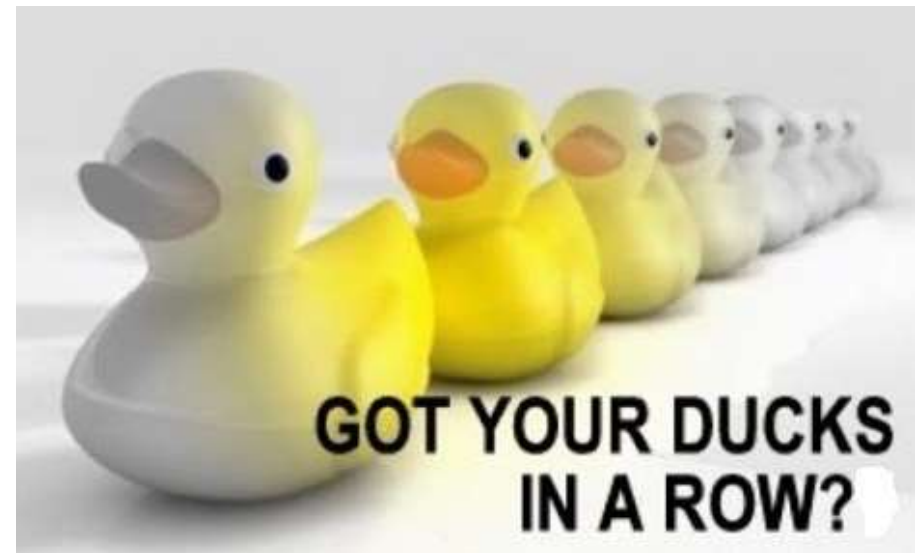
- The Telephone
- Booking & confirming customer appointments
- Greeting customers when they enter the salon
- The employee's role in customer service
  - The receptionist
  - The stylist
  - The washer
- Customer communication
- Retail of salon products

## Drafting Policy & Procedure

- What must be done
- By when
- Who must do it
- Where must it be done
- How must it be done/carried out
- Why it must be done

# Identify critical areas

- Identify aspects of the business that you already know need some attention
- Review the way you currently do things / current policies
- Assess what you need to do to improve on current practices



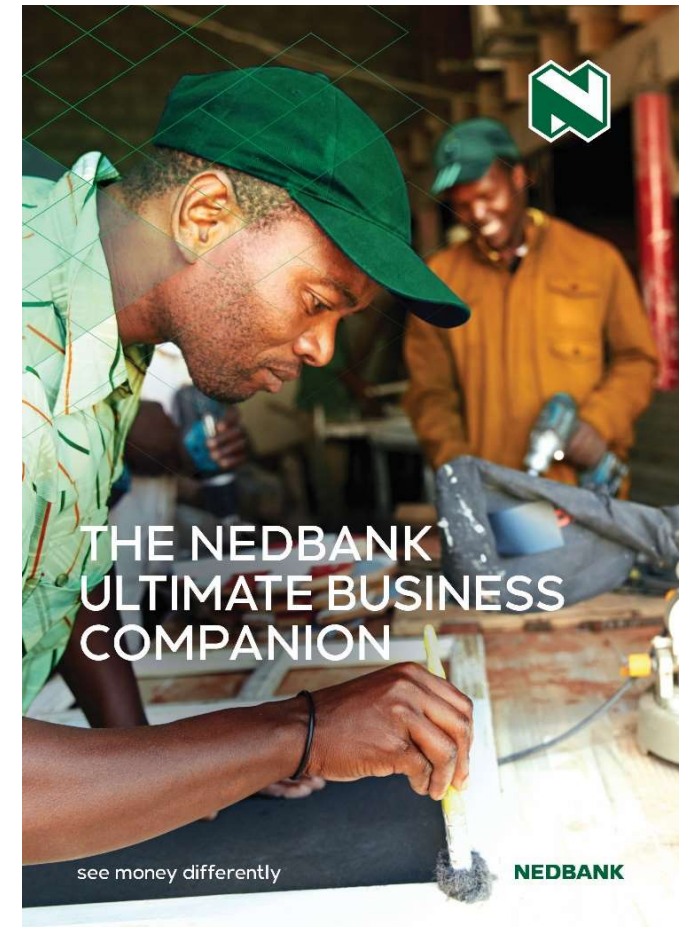
# The benefits of business systems

1. Surpass customer expectations
2. Improved business agility
3. Reduced costs and higher revenues / profitability
4. Higher efficiency and consistent quality results
5. Improved employee performance
6. Compliance, safety, security, risk management
7. The business will be able to run without you being present 24/7/365!



# The Nedbank Ultimate Business Companion

- Contains all the forms, templates, checklists and other documents to assist you to implement systems
- Includes an interactive CD-Rom
- Will be available very soon and you can purchase it on the SimplyBiz site.
- In the meantime you can access a few free forms and templates on SimplyBiz – go to Community → Library → Templates.



# The Nedbank Ultimate Business Companion – Free Forms

**simplibiz** Community Directory Marketplace Business Solutions Funding

## Library

Equip yourself with a library of articles, templates and digital resources to support you on your journey as a business owner.

Search the library

**Articles**  A collection of vital info, articles and business guides to help you effectively start, run, build and develop your business.   
 263 Articles

**Templates**  A comprehensive set of downloadable forms, checklists, templates, presentations, and business guides for everyday use.   
 8 Templates

**Media**  A collection of webinars, podcasts and other digital content. Get abreast of the latest business trends and information from thought leaders and experts.   
 0 Media

Powered by [About Us](#) [Contact Us](#) [Legal Notices](#)

**simplibiz** Community Directory Marketplace Business Solutions Funding

## Library

Equip yourself with a library of articles, templates and digital resources to support you on your journey as a business owner.

Search the library

Templates

Articles: 8

Income Statement - Actual vs. Budget	Finances & Funding	0 Comments	1 Reviews
The Recruitment Checklist	People Management	0 Comments	0 Reviews
Advertising: What To Check Before Your Ad Goes Out.	Sales & Marketing	0 Comments	0 Reviews
I177C Application for Registration as a Taxpayer	Operations & Admin	0 Comments	0 Reviews
Template for a Business Plan	Operations & Admin	0 Comments	0 Reviews
The Marketing Plan	Sales & Marketing	1 Comments	2 Reviews
The Employment Contract	People Management	0 Comments	0 Reviews
Cash Flow Projection	Finances & Funding	0 Comments	1 Reviews

Page 1 of 1

Powered by [About Us](#) [Contact Us](#) [Legal Notices](#)

# The critical take aways

1. If you want to grow long-term sustainable business that gives you more flexibility, time, freedom and money, and create greater value in your business, you need to put systems in place.
2. By identifying critical areas and prioritising these, you can start systematising TODAY!
3. Systematising allows you empower your employees and build a business that can operate without you.
4. Commit to becoming the Entrepreneur instead of the Technician.
5. The Nedbank Ultimate Business Companion is your one-stop resource to get you going.

# Thank you...

In the meantime, for more information  
about Wordsparks and  
Lesley-Caren Johnson  
go to [www.wordsparks.co.za](http://www.wordsparks.co.za)

