



Controlling the Chaos in your Business



How to work through the chaos to get your business structured, operating and working to suit your goals.

Foreword

Businesses are complex systems, they are dynamic, non-linear, co-creative and never in equilibrium. Past and present events and actions cannot predict their future performance. External and internal environments can upset and even destroy them in a short period.

Business systems gravitate toward complexity as they grow and organizations require increased energy and effort to maintain their systems and stability. Businesses must be responsive to the customers' needs and wants as the organisations grow and change.

As a business owner or CEO, you are often left on your own trying to figure out ways to control the chaos. You know systems are needed;

- ✓ To target, or identify objectives and goals.
- ✓ To allow you to be capable of reaching the target or goal.
- ✓ To influence corporate behaviour and control inputs (these could be decisions, rules, or initial states).

But how do we do this, on your own when we don't have time to think?



Contents

1	Introduction.....	4
2	Chapter One – Building a better business.....	5
3	Chapter Two – Understanding who I am.....	6
4	Chapter Three - The Road to your destination	7
5	Chapter Four – Mastering Finance.....	8
6	Chapter Five - Mastering Delivery.....	9
7	Chapter Six - Mastering Time.....	10
8	Chapter Seven – Mastering People.....	12
9	Chapter Eight – Systems.....	13
10	Conclusion.....	15
11	About GBCCS.....	16

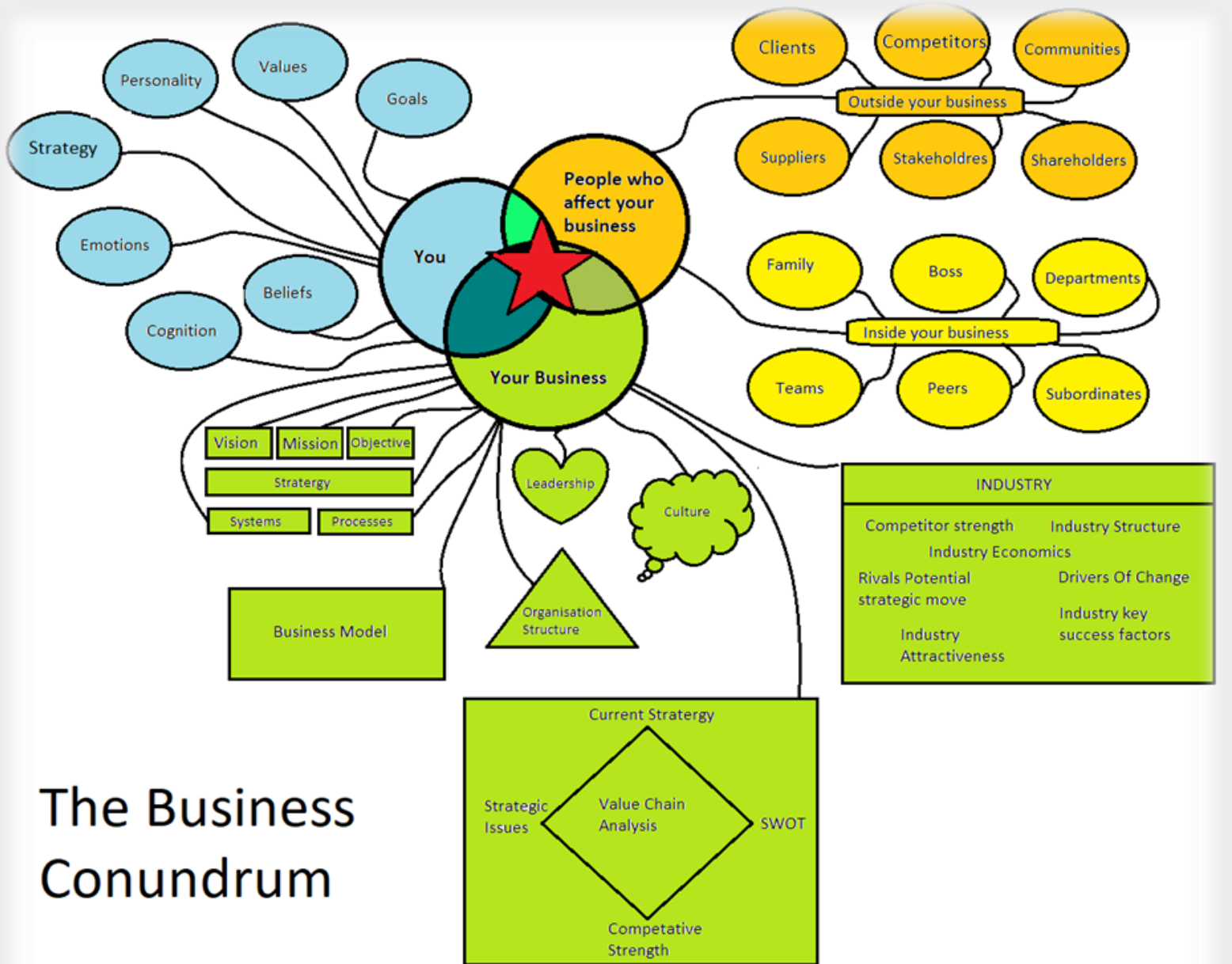


Note – I am a Graduate of SA Business Coaches, and as a result, many of the concepts and ideas I present were learned in this environment.



Introduction

A step-by-step guide to give you the direction and focus you need to get your business working for you.



The Business Conundrum

Your business is a multifaceted organisation that links three core entities. Getting control of your business means you need to understand and control the elements (and more) in the diagram above.

Building a better business

Are you feeling trapped, burned-out or controlled by your business? You aren't making the money you'd dreamed you would make, or simply don't have a clue as to the direction where your business is headed next. It's likely that you need to follow my 5 steps to building a better business...and what better place to start than at Step 1

Identifying your Goals – because everyone wants and needs something that is unique and different from their business you need to understand what you want from your business. Once you know what you want, then you need to work through the chaos to get your business structured and in the shape that suits your needs.

The next step is knowing who you are and then taking control of the chaos in your mind and your business. This requires you to follow the four primary elements and have all four elements in place to avoid future disasters and get your business headed in the direction you want it to go.

Then, implement rules and structures through management systems to ensure things happen as planned.

That's the plan. Now let's work through the process. The steps outlined in this eBook set the foundation for a successful business. A business can really begin to shine and use growth strategies to take it to the next level.

As business coaches, we uncover many mastery gaps when we do our initial an initial Strategy Session which is a high-level analysis of your business. We usually come up with a few ways to fix the big problems quickly (typically, within a month), and get the business running smoothly then we focus on the bits that really make a difference.



How to Master your business.....

1. Identify your goals
2. Get a grasp of your chaos
 - a. Understand who you are
 - b. Plot the road to your destination
 - c. Master
 - **Finance** in your business
 - **Delivery** in your business
 - Own **Time** in your business
 - **People** in your business
3. Create your management systems
4. Manage, Review and Improve.

Understanding who I am

Competency is shaped by your behaviour, experience, ability, knowledge and skill. To improve your competency, you need to identify what actions and behaviours need to be targeted and are required by you.

What experience must be present within you to achieve your personal desired outcomes? What knowledge is required and to what depth do you need this expertise? What skills do you need personally, or do you need others to do for you?

All this is built off a foundation of your ability. Ability is something you have in varying degrees. As an example, everyone can run – but very few are exceptional runners. And not every exceptional runner is a sprinter or marathon runner - there are many variants in between. You need to know your ability, “your foundation”, so you can build your competency “who you are” on that foundation.

There are many sides to who you are. You are your values, personality, emotions, and beliefs, and more. These define how you decipher and look at things in the world, “*your cognitive approach*” as well as what strategies will suit you to use to approach and do things. As an example, are you an introvert or an extrovert?

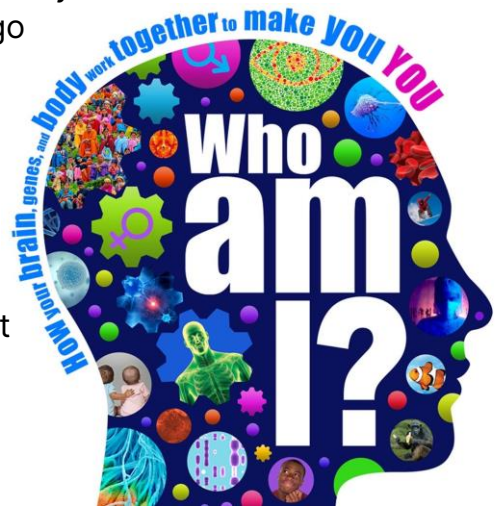


How do you influence and work with people within your business that you can direct and instruct such as employees, departments, and teams and also how do you react to people outside your business such as Clients, competitors, suppliers, etc. whom you cannot control?

Who you are, defines how you will manage your business. Why do you want your business and what do you want your business to do for you.?

You need to understand yourself to know where you want your business to go and how to get it there.

And then know when you have achieved that Goal.



Understanding me

- ✓ What I want
- ✓ Why I want it
- ✓ When I want it
- ✓ Where do I want to go
- ✓ How I'm going to get it

The Road to your destination

You can't work out where you want your business to go if you don't know what you want the end result to be, so we start with the end in mind. Think about your goals for the business and where you want it to head. Your goals will set the compass direction for your business.

Your goal might be that you want to grow your business to be making \$x amount per year, and then you'll sell the business. You might want to be the biggest retailer of your product, or you simply want to make \$p amount of profit next financial year. You may want a business that provides you with a quality of life. Whatever your goal is, it will be unique to you and your business.

Something to consider, less than 10% of businesses have a written goal. However, more than 90% of businesses that achieve my definition of success (having a business that produces the income that the owner wants and that also can run smoothly without the owner) have a written goal. There is clearly a strong correlation between those who have a written goal and those who succeed!

Why do you need to set goals? Goals give you direction and focus within your business. They enable you to plan effectively and measure progress. They give direction to your subconscious mind... this is one of your most powerful resources!

Some goals for your business might be to achieve a specific sale price, revenue or profit margin, to sell internationally or to have 100 stores over the country. Others often relate to the quality of life you desire or staff performance and benefits.

Your goals must be SMART

- ✓ **Specific,**
- ✓ **Measurable**
- ✓ **Achievable**
- ✓ **Result driven**
- ✓ **Time-scaled.**



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Mastering Finance

Money mastery is not necessarily just making a lot of money. It's about knowing where your money comes from and where it's going. Ask yourself:

- ✓ Do you review your monthly profit and loss statements? Do you understand it?
- ✓ Do you have monthly, quarterly and annual budgets?
- ✓ Do you have a weekly cash flow forecast that looks at least 3 months ahead?
- ✓ Is your balance sheet up to date?
- ✓ Do you know what your breakeven point is each month, week or day?
- ✓ Is your cash gap under control?
- ✓ Do you issue invoices quickly? And follow up payment for them quickly?
- ✓ Do you know what your cash flow requirement is?
- ✓ Do you have monthly, weekly and daily reporting and control procedures?
- ✓ Do you clearly identify between COS and overheads?

Often, bad money habits are formed early on in business when there isn't much money.

As the business grows, if you don't learn how to manage your cash flow and income, you won't have control over your finances.

It's easy to lose control of things like invoicing or get stuck when you have a big payment you can't make.

As the numbers get bigger, it's easy to find yourself in trouble.



Mastering Delivery

Mastering Delivery refers to the delivery of your products or service. It's about supply, quality and ease of purchase, but above all, it's about customer service. You don't have to be the best or the most efficient, but if your business is easy to deal with you can wow your buyers with customer service – you will be the business they will prefer to deal with!

According to a recent report from American Express:

- ✓ Customers polled confirmed they are willing to spend at least 9% more with companies that practice outstanding customer service.
- ✓ Over 60% of those polled said customer service is more important to them now after the Covid economic slump
- ✓ Only 37% of consumers believe companies have improved their focus on providing quality customer service
- ✓ 21% of consumers believe that companies take their business for granted
- ✓ More than 65% of customers said they wanted to speak to a human when they called a company.

Without customers, you have no business, but unfortunately, many business owners don't realise this until it's too late. No matter what you sell, no matter what your business does, you are in the customer service business.



Great customer service is how you build a database of raving fans for your business.

And customers aren't only those people you sell to; they can also be directly related to the people you buy from. Customer service goes all the way back to your suppliers, your production staff and the way they work and the processes they use, and how you turn your widgets into sales.

Great customer service is the root from which profitability grows. Do you know it's through word of mouth (far more than advertising) that new customers find you? Great customer service doesn't just happen by accident. In the long run, it's the product of team building and training.

In the short term or early on in your business, it's about making your products and services easy to purchase and delivering what you say you will. It's about simply being polite, friendly and helpful. When your customer service is outstanding, you can be sure your customers will tell their friends.

Delivery is Customer Service

Mastering Time

When your customer service is bad, you can still be sure they'll tell their friends.... although probably more of them to your detriment! Dealing with unhappy customers cost time.

As a business owner, your time is valuable, and you need to avoid procrastination and activities that waste your time. 15 minutes here and there might not seem like anything to worry about, but over the course of a year this adds up to a huge amount of your time that hasn't been used wisely or efficiently.

A useful strategy is to categorise your tasks into important and urgent.

- ✓ **Important** tasks are ones that will make a substantial difference to the value of your business in the long term
- ✓ **Urgent** tasks are purely related to time. They need to be done straight away, either because someone is demanding it, or you've been putting it off and now there is a tight deadline.

Some things you do will be neither urgent nor important. Some will be important but not urgent, some urgent but not important, and some will be urgent and important. These need your immediate attention, and you shouldn't allow yourself to be distracted from doing these tasks ever.

If you plan well, 60% of your time should be spent working on tasks that are

important but not urgent. These are the tasks that build a great business.



There are four skills you need to be able to plan and use your time efficiently:

- ✓ **Analysis** – working out what needs to be done. Which tasks are essential to the success of your business? Remember the four Ds: Do it, Delegate it, Defer it, or Dump it.
- ✓ **Planning** – working out how you are going to get your tasks done. When do they need to be done by? Who will do them? Allocating specific times in your calendar to do them.
- ✓ **Delegation** – assigning tasks to the right staff to ensure they get done.
- ✓ **Self-management** – The discipline to do the tasks that are yours to do.

Schedule them into your week and treat them like an appointment.

SMART Goals

- ✓ **Specific,**
- ✓ **Measurable**
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- ✓ **Result driven**
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When you're planning your time, **plan for:**

- ✓ **efficiency** – wherever possible do things the night before rather than the morning of.
Gather your materials in advance and get organised so you can hit the ground running.
- ✓ **motivation** – when you have a massive to-do list, check things off as they get done. This will motivate you and give you momentum. If you have a large task, break it into smaller steps so you can see the progress you're making.
- ✓ **effectiveness** – plan each major task or project with time in between for less important things, or other activities interspersed. This allows time for unforeseen
- ✓ tasks that might crop up unexpectedly.



And lastly, here are some of **my top hints for success:**

- ✓ Incremental progress is the key, break large projects up into small tasks.
- ✓ Start now and take one step at a time.
- ✓ Do the toughest things first. This stops procrastination, you'll feel great that it's done and then you'll be inspired to do everything else required for the day.
- ✓ Make time for delegation. The act of working out who will do what takes time to plan, train and oversee, so allow time in your schedule for this.
- ✓ If can be delegated, avoid slipping into the habit of doing everything yourself thinking it will be easier and quicker. It always comes at the expense of quality.

The key concepts behind Time Mastery that you need to remember:

You personally can't possibly do everything you think you should, could or might do.	You need to work with others!
Time management is about making decisions	you need a decision-making process
It's about getting more things done, not doing more things yourself.	Delegate & build teams and learn to trust and manage them.
Time blocks are more effective than to-do lists.	Divide your day into specific blocks of time – use and dedicate each block to completing a specific task or tasks.

Mastering People

Mastering business means first understanding your people

There are 9 core business functions in your business that affects its monthly, quarterly and annual income and profits.

1. General Management.
2. Public relations.
3. Purchasing.
4. Human Resources.
5. Procurement and Production.
6. Administration.
7. Sales.
8. Marketing and customer service.
9. Financial.

Each one of these functions is dependent on how the people in those areas work with each other. Those people can be inside (staff) or outside the company (suppliers or customers). And these interactions have a direct impact on your company's performance and sales.

You need to develop a great environment to ensure work happens efficiently and effectively and that all comes down to people management.



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 - ✓ **Self-management** – The discipline to do the tasks that are yours to do.
- Schedule these 4 skills into your week and treat them like an appointment.



The conventional definition of management is getting work done through people, but real management is developing people through work.

— Agha Hasan Abedi —

AZ QUOTES

Systems

Taking the chaos out of your head and organising your thoughts on paper is a powerful process that can have a truly positive effect on your business.

With more clarity over where your business is headed and what you need to do to get there, there will be nothing holding you back from getting going with building the business of your dreams and living the life you want to live.

Building systems and process is the way you convert your thoughts into getting them done. A process is a series of steps and decisions involved in the way work is completed. We may not realize it, but processes are everywhere and in every aspect of our work and leisure.

A process consists of four major elements:

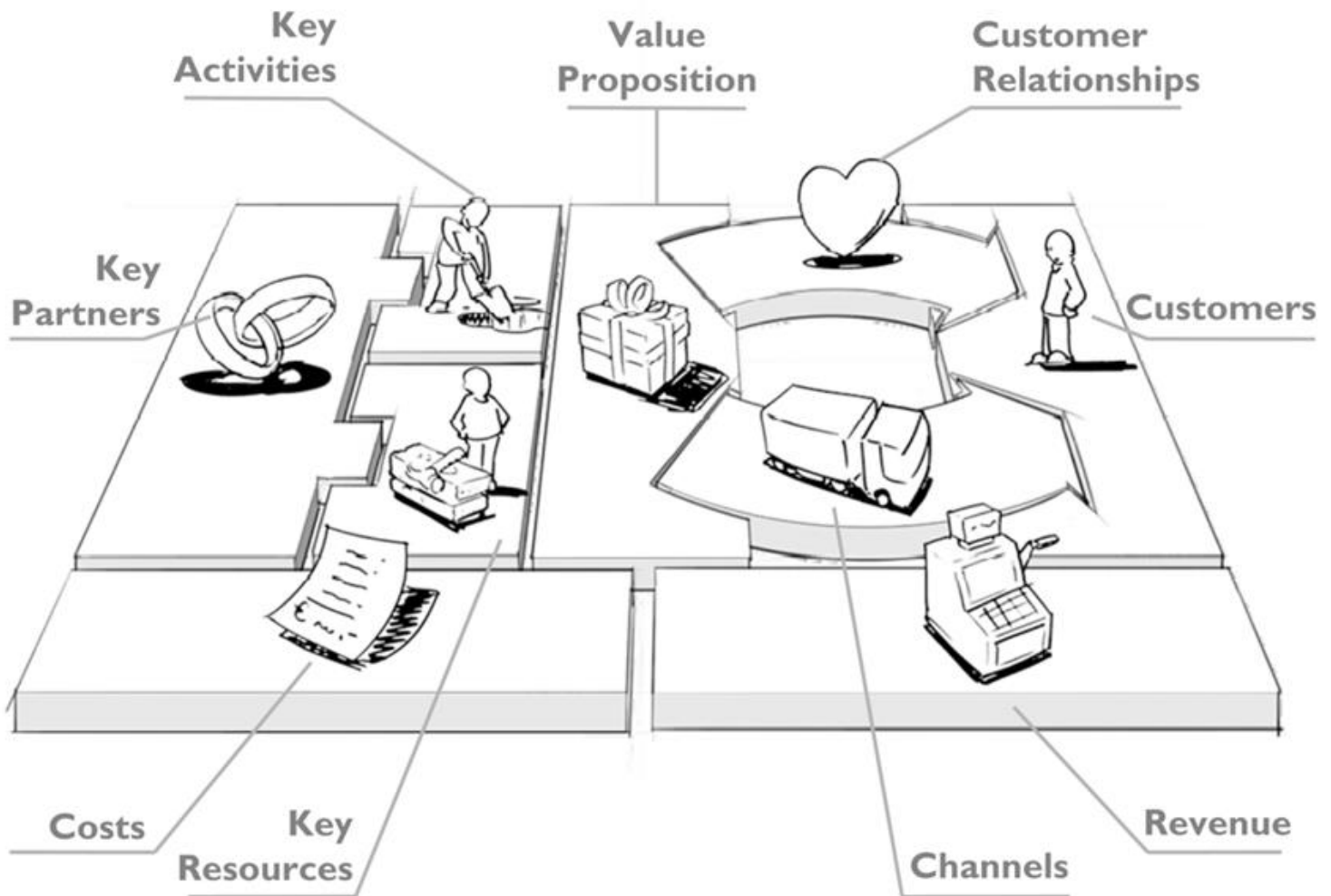
- ✓ **Steps and decisions** - the flowchart. A series of steps and decisions describing the way work is completed – from start to finish.
- ✓ **Variability of processing time and flow** - the pattern of processing times.
- ✓ **Timing and interdependence** when the arrivals happen when people work, etc.
- ✓ **Assignment of resources** how many, what they are and where are they assigned.

The expanded definition of a process describes the behaviour of the current system. Using this information linked in a model, the characteristics of the system can be changed, and the key metrics tested.

It is important to consider “variability”, “time”, “Interdependency” and direction” when developing processes because sometimes you can end up with more waiting than processing. Failing to do this may lead to the real capability of a system being hidden and the system not being an optimum solution.

There are a lot of issues to be considered when building a standard process. Not understanding the effect of the variability in inputs gives rise to imperfect systems that then drive the necessity for new solutions that mitigated that problem. This just creates more confusion in the chaos.





Systems and processes need to be set up for every function in your business.

And very importantly they need to be driven by your need for Customer Service.

A process that impedes or distracts from a great customer experience is not working for you.

Conclusion

Your business has three core issues that need to be explored and structured.

You

Your business is there to provide the outputs you want from it, wealth, time and much more. You also need to understand who you are so that you can ensure you drive it towards these goals.

People

People inside and outside your business all affect the way your business works. Your customers are very important but your family, your employees, your competition and many other people have an impact on how you or other persons behave in or around your company. You need to manage how and what you do in these circumstances and how you manage the effects of this interaction on others.

The Business

All its functions and processes need to be focused. From its culture, vision, mission, objective, processes, structure, leadership, staffing and industry understanding so that the best result is experienced by your customer to ensure sales and sustainability.

We are here to assist you to achieve these goals.

About the GBCCS



Founded by Garth Gaenssler

Garths' differentiators.....

Garth is a Thought Leader with over 35 years of business experience gained in the construction, engineering, production, consulting and franchise environment.

He is a qualified Business and Executive Coach and is registered with the International Coaches Register in Holland and the Register of SA Business Coaches.

Business coaches traditionally work with smaller businesses and Executive coaches tend to be retained by companies with 1,000s plus employees to work with the senior management.

Garth bridges the people gap in the business world. Providing coaching to funded start-ups, scaling businesses and providing leadership guidance and team training and support.

Garth focuses on the important 'no man's land' – the medium-sized enterprises with 10 to 150 employees and professionally helps them interchangeably with his executive coaching, business coaching and systems, tools and resources, tailoring each to suit the needs of his clients and to always be Building better businesses.

Contact us to see how we can help you.

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