

The McKenna Smith Wessex Business Owners Programme

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The Business Owners Programme

Overview

The McKenna Smith Wessex Business Owners Programme has been drawn together from years of experience working with actual business owners and directors and is in many ways like a really practical “MBA”. It takes you through the key areas of business, allowing you to review your current knowledge and practices in order to adopt new skills and approaches in areas including:

- **Personal motivation and resources**
- **Running a business confidently**
- **Leadership**
- **Business planning and management**
- **Sales and marketing**
- **Team building, delegation and outsourcing**
- **Building profit and value for benefits now and a profitable exit later**



You may be a sole trader, or you may have many employees. There are no minimum qualifications or expectations about business knowledge but you will most likely have at least two years of business experience and be ambitious for improvement in your business. You may be looking for ways to:

- **Spend less time on administration**
- **Be confident about finding new clients**
- **Reduce your commitments**
- **Increase prices**
- **Build teams**
- **Increase your delegation skills**
- **Build value**

We meet all potential attendees for an initial session before any commitment is made, and we will advise whether this is the right programme for you.

The Business Owners Programme is a brain based programme that uses knowledge about how the brain works to help you make the most of your expertise. You are the best person to run your business; you know how to get the best out of your product or service. We bring some additional techniques and thoughts, and vitally some space to allow you time to reflect on yourself, your needs and your business.

Previous participants in the programme have created businesses which deliver what they personally want from them.

- **Reducing their time commitment from 50 hours a week to 8**
- **The ability to work a four day week and focus on writing a book**
- **Being able to switch off at the end of every day and not worry about the business at all**
- **Being able to focus on their passion and outsourcing everything else to specialists**
- **The ability to adopt the “Managing Director” role and develop the next generation to manage the business**
- **Double the bottom line profit**
- **Take on their first employees**

View testimonials from past participants at www.businessesteem.co.uk/testimonials/

The Value of the Programme

What you will take away:

- **A working model of your business which will enable you to describe it for the purposes of raising finance, creating partnerships in business and being able to influence both suppliers and customers**
- **The tools necessary to make changes in your business to ensure that it continues to deliver what you as owners want from your life**
- **Working documents and models of the key parts of your business such as marketing, sales and operations. These enable you to manage, delegate and outsource processes based on the outcomes which you wish to achieve**
- **An increased understanding of your particular abilities and personalities and the strategies you can adopt to engage and motivate people**
- **An understanding of how you can continue to build value in your business**
- **A set of habits which will ensure that you continue to develop as entrepreneurs**



Programme Structure

The programme consists of an all day introductory session, followed by 12 monthly half day sessions. 1 to 1 coaching is included as part of the programme to reinforce the learning or to discuss individual business issues.

- In the Introduction session people become very clear about what they want, which results in them becoming and staying more motivated. People move from a position where they are losing energy due to internal 'friction' to a position where more of their energy is focused on achieving results.
- In the two Managing Director sessions we see people becoming even better at the business of business - understanding the model of their business and using this information to set challenges for the other parts of their business.
- In the two sessions of marketing, people begin to perfect their marketing systems, understanding their channels to market and developing the 10 key areas for their marketing manual.
- We consider sales and the joy of selling over three sessions, enabling participants to authentically develop their own sales style, moving to a stress free process that is repeatable and reliable.
- In the five process and people sessions participants focus on the processes and people in their business. We look at how we can take control of our processes, how we can develop our own business manual, how to effectively manage people, build and lead teams and keep them motivated.
- By the time people get to the Esteem Group, after 12 months, they are ready to make some high level changes, perhaps preparing their business for sale, to set up franchises or becoming the entrepreneur they want to be.

Introduction – Personal Readiness



The prime purpose of this session is to make sure you know where you are going and that you are ready for the journey.

This is the opportunity to define exactly what you want from your business as the business owner. How much time you want to spend, how much money you want to make and what sort of business you want to create over the coming years.

We also look at the key foundations of success, build a vision of the future and issue some demands for our businesses.

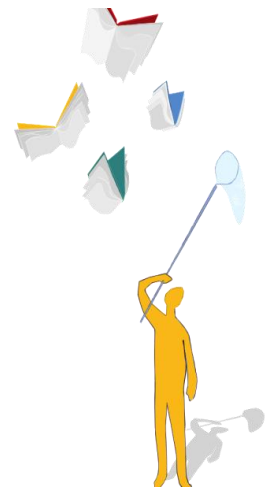
We encourage you to take personal responsibility and take charge of your business. We all have an individual set of experiences and passions which have brought us to where we are today and to running the business as we do. Our aim is to harness every part of this to build your belief in yourselves, raise your esteem and the esteem of your business and to make what you offer as attractive to clients as possible.

Almost everyone who goes through this session begins to make changes to their business; things which they probably knew about, but had not got the incentive or skills to begin.

Because this is a brain based programme and because it is not only training but also offers additional coaching sessions, along with the encouragement of regular focus and the support of the group, you will find that you begin to make some improvements. By the end of the introduction and the managing director sessions, you will know where you are going. You will also have the personal resources you need to start on your personal journey.

Key Elements

1. **Our ethos for the programme**
2. **Working as a group**
3. **Foundations for success**
4. **Personal esteem**
5. **Personal goals**
6. **Values, vision purpose**
7. **Business esteem**
8. **Shareholder demands**



Managing Director – Vision and Leadership

In the previous session we examined the business from the perspective of the owner. In the next two sessions we start to think from the perspective of the business. We put on our 'Managing Director Hat' and think about how we can shape the business to deliver the outcomes we want.



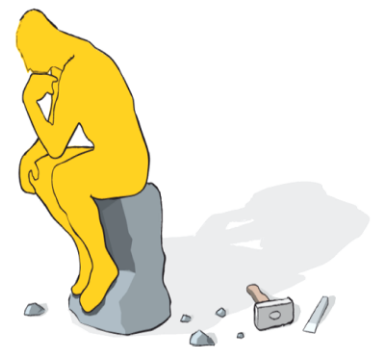
We examine and describe how the business works now, the basic “business model” and what changes we want to make to it so that it works as desired. For example, what changes we will have to make to the organisation, the pricing, the marketing, the sales and delivery to create the business we want.

We also create a model from a financial perspective to double check that what we want will work and will deliver the financial returns which we have defined.

We will keep developing these models of the business throughout the remaining sessions and adding to them. Participants will see gaps in the models which are costing them time and money as well as being able to see opportunities. These will be sources of increasing value in the coming months.

Key Elements

1. **The 'Managing Director Hat'**
2. **Business models**
3. **Creating your business model**
4. **The theory of 'hats'**
5. **Issue the first Managing Director challenges**



Marketing and Sales

The next five sessions form the marketing and sales elements of the programme and gives you the opportunity to put on another hat and define some predictable, repeatable and stress free ways of regularly bringing in the business you need from new and repeat clients. We want you to:

- **Come to love marketing**
- **Come to love selling**

However, the object is not to turn you into expert marketers - but then you don't need to be and you probably don't want to be – you just want good marketing results.

These sessions help you achieve the marketing and sales challenges set by the Managing Director, not to become career marketing people.

The outcome we are aiming for in the marketing sessions is for you to be in control of your marketing strategies, understand your market and clients and be confident about your pricing strategies. You might also want to become really good at running one or two of your channels to market and perhaps really good at outsourcing the other ones. You will be able to specify what you want and be able to measure the service you are receiving and ensuring you are getting what you pay for.

You will develop your marketing model both in a description of the factors you need to consider and a numerical plan to monitor progress by. This will then enable you to deliver marketing improvements.

After you have done this you will be looking at the sales challenges and putting on your Sales Director Hat. You will then develop your sales model. You will describe the factors you need to consider and put these into the sales director's model. This will enable you to deliver sales improvements, de-mystify the sales process so that it becomes a simple and low stress mechanism which can be tuned to get the desired results.

Key Elements

1. **The 'Marketing Director' Hat**
2. **Your market**
3. **Your brand**
4. **Your niche**
5. **Channels to market**
6. **Pricing strategy**
7. **The marketing model**
8. **The 'Sales Hat'**
9. **The sales model**
10. **The emotional stuff**
11. **Developing your sales style**



Processes and People – Optimising your Operations

For the next five sessions we look at the processes of our business and the people who play a part both internally and externally to the business success. We explain why almost all organisations grow to a point where they get stuck, because some element of the initial success has become a limiting factor. This **is** might be the owner's time, or attention, or specific skill-set. At this point it is often very difficult to share responsibilities with teams; to delegate or to get someone outside the company to take on responsibilities.

The paradox is that at this point it is easier for the incumbent to perform the task rather than to explain it to someone else.

In these sessions you will begin to understand why learning these new skills can liberate you from the dependency which your business has on you. This will open up opportunities for growth and personal development both for you and your staff.

We share strategies for delegating and motivating people both within and outside the business. We focus on enabling a continual improvement of all of the processes which increases client satisfaction and builds the value being created.

Owners become liberated from the dependency of their organisations.

Key Elements

1. **The 'Business and Process Improvement Managers' Hat**
2. **Your processes and systems**
3. **Never not wearing a 'hat'**
4. **Motivating and managing people**
5. **Delegation**
6. **Building and running a team**
7. **Planning your growth and outsourcing**
8. **Celebration**



Business Esteem Group - Building Value and Graceful Exits

These sessions are for people who have completed the Business Owners Programme and are a chance to review, revise and revisit all the parts of your business. We pull everything together and focus on creating good habits which will last for the rest of participant's business careers. We explain how good habits are as easy to cultivate as bad habits and are more rewarding in all senses.



Many businesses simply close down at the end of their useful life and are not sellable. All of the knowledge and the processes may exist in the heads of the owners or managers and there is little of any value for anyone to take over.

We encourage all participants to develop their own exit plan, even if they have no immediate plans to sell the business. We explain why having a plan enables them to react to the unexpected events in life and also provides a focus for building value.

You are able to spend time wearing the various 'hats' in your business further developing targets and strategies which will enable you to continue to develop the business.

Key Elements

1. Pulling it all together
2. Re-setting the targets
3. Good long term habits
4. Why we have an exit plan
5. The Managing Director role
6. Marketing and Sales
7. Running our business as if it was a franchise
8. Developing everyone in our team

