



## ► MASTERY LEVEL (Chaos to Control)

**Mastery** – the first stage of growing any business is about making sure you deliver profitably, productively and with enough information to make great decisions. This is where you get control of your business.

As you achieve each item on your checklist, it is important to ensure they are a standard practice from that point forward in your business. Often it's more important to have a continual improvement system in place than simply to complete a task.

### Key Topics to Complete:

- Destination Mastery
- Delivery Mastery
- Money Mastery
- Time Mastery

## Checklist ►

DIRECTION & GOALS	YES (✓)
I have full clarity of where I am going and where I am driving my business	
I have a life plan that I refer to regularly	
I have a specific long term goal in regards to my wealth	
I know how much passive income I need to become financially independent and I know how much wealth is required to generate such income	
I have addressed my asset protection needs and believe I have mitigated this risk as much as possible	
My superannuation is working as hard as it can to help me in retirement	
My life plan has milestones that I plan to achieve	
I do exercise at least 3 times each week	
I am 100% happy with my health and fitness	
I have a documented Vision for the business	
I have a business plan that I refer to regularly	
The business plan has milestones that I plan to achieve	
I have a 90 Day plan and a method for keeping on track	

<b>MONEY MASTERY – BREAK EVEN</b>	<b>YES (✓)</b>
I know my daily/weekly/monthly overhead costs	
I know on average, how much I make on each sale	
I know how many sales, customers, or dollars I need to make per day/week/month to Break Even	
I regularly measure my sales, customers, and dollars statistics	
I have a Cash flow forecast for the business	
I know my cash-gap and have strategies in place to reduce it	
<b>MONEY MASTERY – PROFIT MARGIN</b>	<b>YES (✓)</b>
I have a Profit and Loss budget for the business	
I plan for Profit and set daily/weekly/monthly Profit Goals	
I have stopped discounting and have increased my prices	
I ensure that all products/services I sell make a Profit	
I have at least 3 strategies in place to increase my Gross Profit	
1.	
2.	
3.	
I know what Mark Up and Margin are and have set target levels	
I focus in selling higher margin goods and services	
I have reduced inventory and have a system to keep it down	
I have defined my ideal clients	
I have sacked my D's and am pro-actively upgrading my C's	

I have control of my accounts – payable and receivable	
I have at least 3 strategies in place to increase my Margins	
1.	
2.	
3.	
<b>MONEY MASTERY – REPORTING</b>	<b>YES (✓)</b>
I am measuring each of the 5 Ways in my business	
I regularly review these figures.....daily/weekly/monthly	
I regularly review my Cash flow position.....monthly	
I can predict my future cash flows	
I regularly review my Profit & Loss position.....monthly	
I can predict my future profits	
I have a basic business dashboard and use it to review my business	
I use these reports so I can make decisions for the future	
I meet with my Accountant at least every 6 months to discuss tax planning strategies	
I view my Accountant as proactive rather than reactive	
I have 100% confidence that my business entity structure is the best for my personal tax position and asset protection	
<b>DELIVERY MASTERY – SERVICE</b>	<b>YES (✓)</b>
Consistency is our primary customer focus	
We deliver what our customers want	
We deliver what our customers need	

I have defined our customer service standards	
We strive to excellence plus one percent	
We consistently deliver in a way that exceeds our customer's expectations	
We regularly survey our customers to determine how we can better serve them	
We analyse our mistakes and take active steps to remedy them	
I have a standard for dress code	
We have a script/process in place for greeting customers	
We have a script in place for answering the phone	
We have documented flow charts/procedures to ensure every customer experience is the same	
<b>TIME MASTERY – SELF CONTROL</b>	<b>YES (✓)</b>
I have a list of my top 10 – time consuming tasks	
I have a list of my top 10 – stressful tasks	
I have a list of my top 10 – productivity related tasks	
I have a list of my top 10 – most enjoyable tasks	
I delegate or outsource most/all of the Admin and Low Value/Low Enjoyment work	
I have a Default Diary that delivers maximum productivity	
I have my 90 Day Plan tasks allocated in my Default Diary	
I have time slots in my diary for my own health & enjoyment	
I keep to my Default Diary	
I regularly plan the use of my time in advance	
I work ON my business for at least 4 hours each week	

I write a "To Achieve" list each evening for the next day	
I do not operate in crisis mode and have good work balance	
I prioritise well and understand Urgency & Importance with all my decisions	
I have good self discipline and manage myself well	
I respect myself and my time above all else	
<b>PROTECTION</b>	<b>YES (✓)</b>
I have a Will that has been updated in the past 2 years	
I have an Enduring Power of Attorney	
All my debts are protected by adequate Life and TPD Insurance	
I have an Income Protection Policy covering my expenses if I can't physically generate income	
<b>OTHER THINGS I NEED TO DO</b>	<b>YES (✓)</b>

## **NICHE LEVEL (Marketing)**

**Niche** – once you are running smoothly at a base profit, it is time to find your marketing uniqueness and to build your Sales & Marketing machine.

**Key Topics to Complete:**

- USP and Guarantee; ABCD Customers; Finding your market niche
- 5 ways chassis; Leads, Conversion, #Transactions, Avg \$ Sale, Margin
- Testing and Measuring
- Instant Series Marketing Strategies
- Action Selling Sales Training; Increasing sales conversion
- Creating a sales system, team, and accountability
- AAA Customer Service training; Increasing customer loyalty and repeat business
- Creating a marketing strategy; defining your market and ideal customer
- Who, Where, What, How; Target, Offer, Copy; AIDA principle
- Writing the best advertising and proposals

## **Checklist**

<b>5 WAYS BUSINESS CHASSIS</b>	<b>YES (✓)</b>
I know and understand the 5 Ways business chassis	
I know my numbers in each area	
I have a growth target in each area	
I have a system in place to continually measure and monitor the 5 Ways	
<b>USP &amp; GUARANTEE</b>	<b>YES (✓)</b>
I have completed a USP & Guarantee assessment	
I have defined what my business Uniqueness is and it is truly unique	
I have produced a Guarantee that is meaningful	
My team knows what our point of difference and Guarantee is	
Everyone in the business is a walking, talking reflection of this Point of Difference	
<b>MARKETING RULES</b>	<b>YES (✓)</b>
I spend more time generating income than reducing costs	
I put 50% of my time, effort and investment into delivery of my products/services and the other 50% on Sales & Marketing	

I Test & Measure everything	
I know my Acquisition Cost and understand that buying customers is an investment	
I do not chase Market Share – I am after Wallet Share	
I have a long term view of the value of our customers and know their Lifetime Value	
I always aim to reduce my Acquisition Cost and increase my Lifetime Value	
<b>LEAD GENERATION – Finding More People</b>	<b>YES (✓)</b>
I have identified my target market and know exactly who they are	
I have a list of non-competing businesses that target the same market as I do	
I have several strategic alliances in place	
I have a systemised referral strategy in place	
I know what publications my target market read and what organisations they belong to	
I only advertise after I have done a complete marketing strategy analysis and Break Even calculation	
I Test & Measure all marketing campaigns	
I have a folder of my previous marketing campaigns	
I have a folder of other peoples marketing pieces	
I have a list of Headlines for my marketing pieces	
I have an annual marketing plan that is budget driven	
I have at least 3 different ways of generating leads in my business:	
1.	
2.	
3.	

<b>CONVERSION RATE – GETTING BETTER SALES PERFORMANCE</b>	<b>YES (✓)</b>
I have a Conversion Rate target, and review progress towards it regularly	
My team use sale scripts	
We have a sales process which is documented and tracked	
We have a benefits and features list for our products/services	
I have created and use a client Testimonial List	
Our sales team does regular training on products/services	
Our sales team does regular sales skills training	
My sales team is responsible for regular sales projections and is held accountable	
Educate prospects on Value not Price	
Sell on Emotion and Dreams rather than logic	
Follow-up Prospects Again and Again	
Ask for the Sale, Confirm the Sale	
I have identified at least 3 Conversion Rate strategies I choose to use in my business:	
1.	
2.	
3.	
<b># OF TRANSACTIONS – INVESTING IN EXISTING CUSTOMERS</b>	<b>YES (✓)</b>
I have a computerised customer database	
I have identified the key information I need about each client	
I have Graded all of my customers and know who are my A,B,C & D clients	



I have strategies in place to move my customers up the ladder of loyalty	
I have active strategies to encourage my existing customers to purchase again (and again)	
I make regular offers to my existing clients	
I contact my entire customer database at least every 90 days	
I have a system in place for innovating and adding value for my customers	
I have a plan for implementing & reviewing these strategies	
I have identified at least 3 No. of Transactions strategies I choose to use in my business:	
1.	
2.	
3.	
<b>AVERAGE DOLLAR SALE – GROWING TRANSACTION VALUE</b>	<b>YES (✓)</b>
I have reviewed and increased my prices in the last 12 months	
I make available a good range of packages and bundles to my prospects and customers	
My team are trained with, and use, up-sell scripts	
I know the profit margin for each product or service that I sell	
I have identified at least 3 Average Dollar Sale strategies that I choose to use in my business:	
1.	
2.	
3.	
<b>OTHER THINGS I NEED TO DO</b>	<b>YES (✓)</b>



## ▶ **LEVERAGE (Systems)**

*Now that I have great cash-flows and profits, it's time to put systems into place to handle the extra work...*

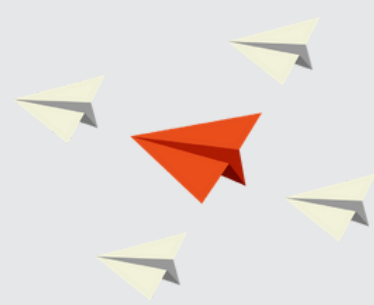
**Key Topics to Complete:**

- 9 steps to systematize the business
- Vision, Mission, Culture (1-3)
- SMART Goals (4)
- Organizational Chart, Positional Contracts, KPIs (5-7)
- How-to manuals (8)
- Management Systems & Milestones (9)

## Checklist ▶

<b>SYSTEMS</b>	<b>YES (✓)</b>
I use rosters & schedules for repetitive tasks...	
I have documented all sales and marketing systems...	
I have documented and charted all information and work flow processes...	
I have all key tasks and routines documented in a policies and procedures manual ...	
I regularly up date all documentation (minimum monthly) ...	
I have a process to track and control all updates to documentation ...	
I have and regularly test my security system...	
I have a systems training & an orientation program...	
I run a dependable computer backup program	
I have identified at least 3 System strategies that I choose to use in my business, and have a plan for implementing / reviewing these strategies:	
1.	
2.	
3.	

<b>TECHNOLOGY</b>	<b>YES (✓)</b>
I schedule & complete regular maintenance on all key items of equipment...	
I run computerised systems for stock control, invoicing & credit monitoring...	
I run a purpose designed computer database program to track customer details for sales and marketing...	
I use up to date computer software and hardware...	
I re-system as the business grows...	
I have regular off site computer (minimum weekly) back ups and regularly test these off site (minimum quarterly)...	
I have identified at least 3 Technology strategies that I choose to use in my business, and have a plan for implementing / reviewing these strategies:	
1.	
2.	
3.	
<b>BUSINESS STRUCTURE</b>	<b>YES (✓)</b>
I have defined the key roles and tasks that are required to operate the business profitably	
I have a detailed structure of my business in place	
I have developed the tools and resources to maintain the structure	
<b>OTHER THINGS I NEED TO DO</b>	<b>YES (✓)</b>



## TEAM (People )

*Now that I have a business that is working, it's time to get it working Without Me by having a dream team in place ...*

### **Key Topics to Complete:**

- **6 Keys to a winning team –**
  - **Strong Leadership, Common Goal, Rules of the Game, Action Plan, Support Risk Taking, 100% Involvement and Inclusion**
- **Communication; conflict resolution**
- **DISC and VAK**
- **Accountability and One Minute Manager**
- **Attracting the best team members – 5-hour hiring format**
- **Team Day – Together Everyone Achieves More**

## Checklist

TEAM	YES (✓)
There are/is a strong leader(s) other than myself in the business	
We have identified what kind of leadership qualities are needed in my business	
Our culture has been established, written down and is available	
The team promote and maintain the culture of the business	
There is a clear common goal that my team are aiming for	
I have positional descriptions, role clarity's and up to date contracts for every member of my team	
The company and each team member have a 90 day SMART goal plan...	
I have developed and implemented my company's 'Rules of the Game'.	
I have implemented a strategy that lays down how results are to be achieved and measured (KPIS)	
My team understand clearly what their roles and limitations are.	
Each role has been systemised and documented	
My whole team are involved and included	

<b>LEADERSHIP</b>	<b>YES (✓)</b>
I regularly review the individual and joint performance of my team with them	
I have a strong clear vision that my team understand	
I consistently maintain the company vision	
I am able to trust my team and allow them responsibility to make decisions and to fix any upsets (support risk taking)	
My team works to their strengths	
<b>COMMUNICATION</b>	<b>YES (✓)</b>
I hold regular team meetings...	
The team meetings have an effective agenda	
I hold regular, structured, 1:1 meetings with all of my Direct Reports	
My team play above the line	
I have a system for encouraging open communication amongst team members (WIFLE) ...	
<b>RECRUITMENT</b>	<b>YES (✓)</b>
I have implemented and customised the 5-hr recruitment system to work in my business	
I employ people to "run the systems" in my business	
I hire on Attitude	
I have a systemised training programme for skills	
I have a consistent recruitment system	
I have a system for induction...	
I have a system for ensuring people continuity and succession...	

<b>TRAINING</b>	<b>YES (✓)</b>
I have 5-10 KPI's for each position in my business...	
I have positional 'how-to' manuals for each position...	
I have a programme in place for ongoing training and team building...	
I use behavioural style assessments for each team member...	
<b>RETRAINING</b>	<b>YES (✓)</b>
I have an up to date organisational chart...	
I have an organisational chart for when the business is finished...	
I have up to date positional contracts...	
The company has a system for recognition...	
The company has a system for rewarding longevity and performance...	
<b>OTHER THINGS I NEED TO DO</b>	<b>YES (✓)</b>



## ➤ **SYNERGY (Bringing it Together)**

*Now that everything is coming together, it's time to turn up the volume and make sure that the outcome is far greater than the input...*

**Key Topics to Complete:**

- *My plan outside my business*
- *Having a Effective Genial Manager and the reporting required to keep them on track*
- *Delegation vs Abdication*
- *Effective Leadership*

## Checklist ➤

<b>SYNERGY</b>	<b>YES (✓)</b>
I can confidently say if I add one and one I get three or more in my business	
I have an enrolling and inspiring company vision and mission...	
My team knows about the vision, mission and rules of the game...	
Each member of my team is inspired in their role, contributing to the company's vision and mission...	
I have a system for career planning within the company...	
I have an ongoing training system for staff including time management training, sales training and team skill based sessions...	
My staff all have job descriptions and I have a redundancy system that I have shared with staff...	
My business subscribes to industry newsletters, magazines and other educational materials...	
My business has contingency staffing plans in the case of any absence and staff are cross-trained so as to remove "king pins"...	
I have identified, appointed and groomed a general manager so I can walk away from the business and still get massive results...	
I don't have to show up at work every day...	
I enjoy and am motivated by my work...	
I spend more than 50% of my time exploring interests and opportunities outside of my business	
I am actively putting an exit strategy in place	

My business fulfils my life goals...	
<b>OTHER THINGS I NEED TO DO COMPLETE</b>	<b>YES (✓)</b>



## ▶ **RESULTS (Moving to my next phase)**

*Now that you have everything in place in this business, it's time to move on to your next phase...*

**Key Topics to Complete:**

- *How to be an Entrepreneur*
- *Investing for a return*
- *Owning multiple businesses*
- *Being an owner versus the best worker*

## Checklist ▶

<b>RESULTS</b>	<b>YES (✓)</b>
I have financial and personal independence	
I am investing and growing assets outside my business	
The business is generating passive income	
I have groomed a general manager who runs the business for me	
The business is an investment and I review it as one	
I am giving back to charity	
I am mentoring others	
I have surrounded myself with a dream team (outside your business ) – Ideas person, prioritising and planning person, detail person, financial person etc.	
I have written a book, booklet or developed a business game. I own intellectual property that is earning me an income.	
I have re-evaluated my life goals and have a plan to achieve them	
<b>OTHER THINGS I NEED TO DO COMPLETE</b>	<b>YES (✓)</b>



# KNOWLEDGE and LEARNING

*The key to growth is what you learn...but knowledge is not enough. You also have to do something with it.*

I have read and taken notes on:	YES (✓)
<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Understanding Michael Porter – Joan Magretta</li> <li>• Good Strategy, Bad Strategy – Rumelt</li> <li>• Strategy Beyond the Hockey Stick – Chris Bradley</li> <li>• Blue Ocean Strategy – Chan &amp; Maugaum</li> <li>• Playing to Win – Roger L. Martin &amp; A.G. Lafley</li> <li>• Competing Against Luck – Clayton Christensen</li> </ul> <p><b>Thinking</b></p> <ul style="list-style-type: none"> <li>• Factfulness – Dr Hans Rosling</li> <li>• Thinking Fast and Slow – Daniel Kahneman</li> <li>• Fooled by Randomness – Nassim Taleb</li> <li>• Free Will – Sam Harris</li> <li>• Principles – Ray Dalio</li> </ul> <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• The Blue Line Imperative – Kevin Kaiser</li> <li>• Financial Intelligence – Karen Berman</li> <li>• The Business Blueprint – Keith Cunningham</li> </ul> <p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Extreme Ownership – Jocko Wilinck</li> <li>• 30 Essentials Management – Andrew Laurie</li> <li>• Five Dysfunctions of a Team – Patrick Lencioni</li> <li>• Multipliers – Liz Wiseman</li> <li>• Drive – Dan Pink</li> <li>• High Output Management – Andy Grove</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Building a Storybrand – Donald Miller</li> <li>• This is Marketing – Seth Godin</li> <li>• Oversubscribed – Daniel Priestly</li> <li>• Growth Hacker Marketing – Ryan Holiday</li> </ul> <p><b>Sales</b></p> <ul style="list-style-type: none"> <li>• The Challenger Sale – Matthew Dixon</li> <li>• The Psychology of Selling – Brian Tracy</li> <li>• To Sell is Human – Dan Pink</li> </ul>	

### **Habits**

- Atomic Habits – James Clear
- The Power of Habit – Charles Duhigg
- What got you here won't get you there – Marshall Goldsmith

### **Decision Making**

- Farsighted – Steven Johnson
- Blink – Malcolm Gladwell
- Thinking in Bets – Annie Duke
- Leadership is Language – David Marquet

### **Systematising/A business that runs by itself**

- Systemology – David Jenyns
- Scaling Up – Verne Harnish
- Traction – Gino Wickman
- The Emyth – Michael E Gerber
- The Four Hour Workweek – Tim Ferris

### **Time/priorities**

- The 80/20 principle – Richard Koch
- Eat that Frog – Brian Tracy
- Getting Things Done – David Allen
- Flow – Mihaly Csikszentmihalyi
- Essentialism – Greg Mckeown

### **Performance**

- Limitless – Jim Kwik
- Peak Performance – Brad Stulberg
- Grit – Angela Duckworth
- Mindset – Carol Dweck

### **Health**

- Breath – James Nestor
- Why We Sleep – Matthew Walker

### **Culture**

- No Rules, Rules – Reed Hastings
- What you do is who you are – Ben Horowitz
- Delivering Happiness – Tony Hsieh

### **Influence**

- Never Split the Difference – Chris Voss
- Influence – Robert Cialdini

### **Selling your business/ Raising capital**

- Venture Deals – Brad Feld
- Built to Sell – John Warrillow
- The Art of Selling your Business – John Warrillow

### **Hyper growth**

- Growth Hacker Marketing – Ryan Holiday
- The Four – Scott Galloway
- The Star Principle – Richard Koch
- Blitzscaling – Reid Hoffman

**General Business**

- The Road Less Stupid – Keith Cunningham
- The Hard thing about Hard Things – Ben Horowitz
- Good to Great – Jim Collins
- Great by Choice – Jim Collins
- B E 2.0 – Jim Collins
- 24 Assets – David Priestly

**Testing and measuring – MVP**

- Sprint – Jake Knapp
- The Lean Startup – Eric Ries
- Inspired – Marty Cagan

**Equanimity**

- Stillness is the Key – Ryan Holiday
- The Courage to be Disliked – Fumitake Koga
- Waking Up – Sam Harris
- Ego is the Enemy – Ryan Holiday
- The Obstacle is the Way – Ryan Holiday

**Just Because**

- Sapiens – Yuval Noah Harrari
- Tools of Titans – Tim Ferris
- A Short History of Nearly Everything – Bill Bryson

