

GENIUS EXCHANGE MARKETING + SYSTEMS INTENSIVE

JULY 12-14, 2018

The Ritz-Carlton, Denver, CO

Organizing Your Business to Run Without You

Trivinia Barber

ORGANIZING YOUR BUSINESS TO RUN WITHOUT YOU

TRIVINIA BARBER









IT'D BE HARD FOR ANYONE...









TODD SAID SOMETHING TO ME I'LL NEVER FORGET



I WASN'T READY









THE AMOUNT OF TIME TO "DO" IT, VS THE AMOUNT OF TIME FOR IT TO "GET DONE" IS OFTEN VERY DIFFERENT.



WHY AM I UP HERE?





WHAT YOU WILL LEARN



HOW TO ESTABLISH SOP'S



HOW TO OPTIMIZE PROCESSES



TOOLS OF THE TRADE



WORKING WITH A VIRTUAL TEAM



HOW TO DELEGATE OUTCOMES





WHO DO YOU NEED TO BECOME?





CREATE

SELL

DELIVER



YOU CAN'T





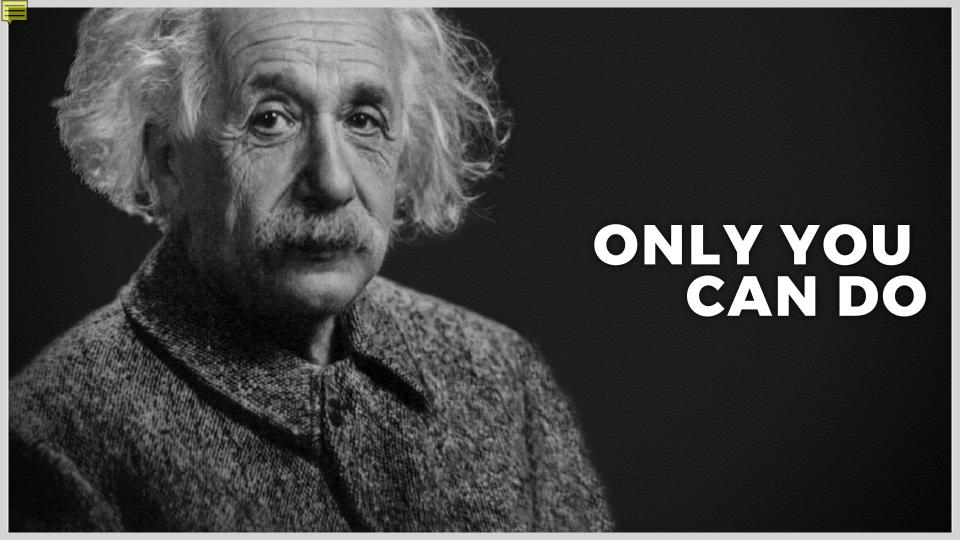






LET'S DOTHIS EXERCISE

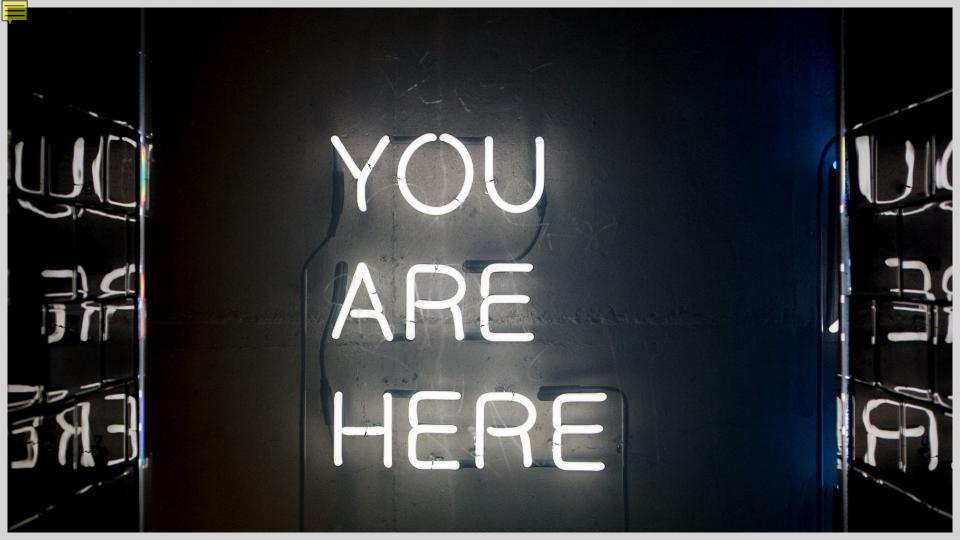


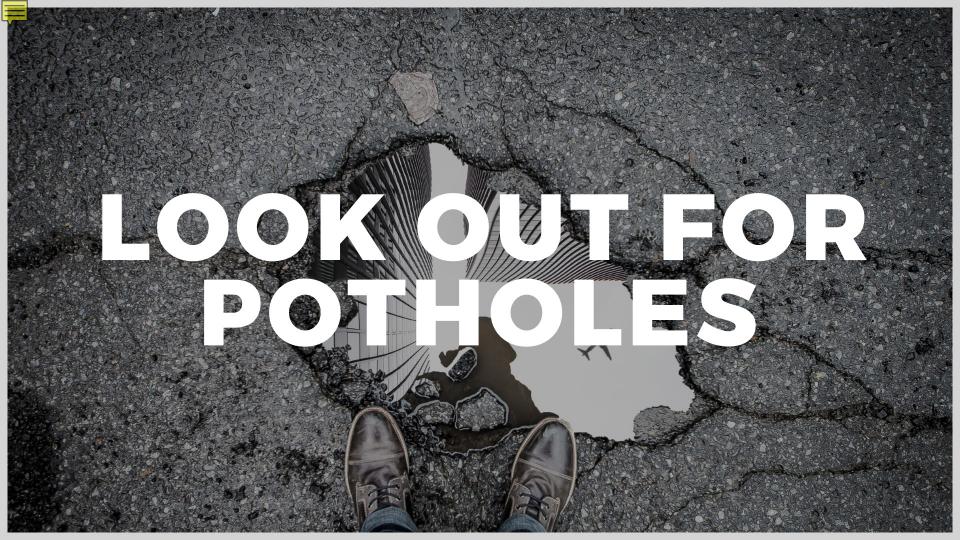


THE SECRET SAUCE









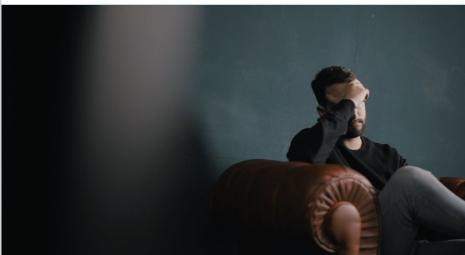




PROCESS PEOPLE PROJECTS











"4-D" STRATEGY





I. DECIDE WHAT PROCESS TO WORK ON

MAKE YOUR CUSTOMERS HAPPY?

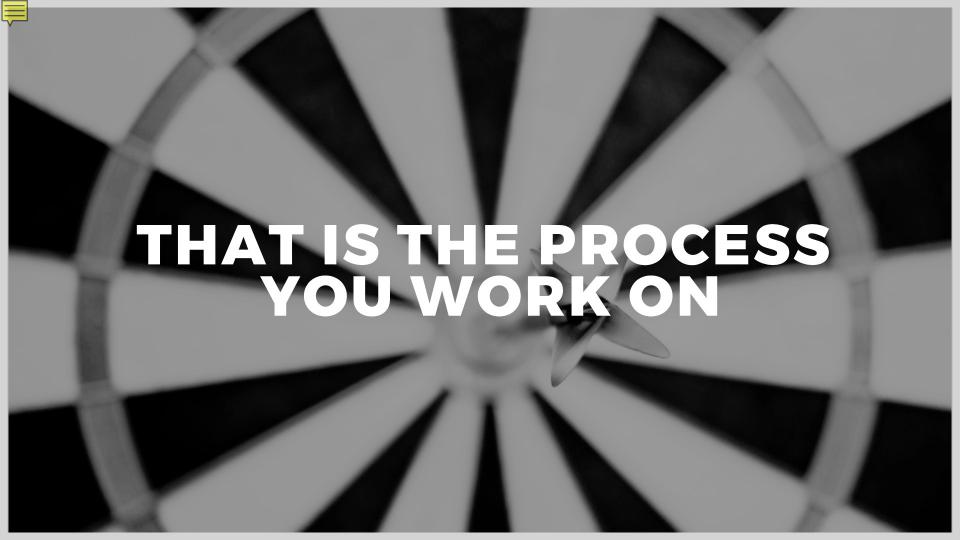


IT IS A REPEATABLE PROCESS?



RATE EACH ACTIVITY FROM 1-3

ADD UP YOUR SCORES FOR EACH PROCESS







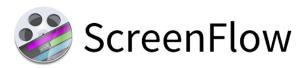
DOCUMENT: GET IT OUT OF YOUR HEAD



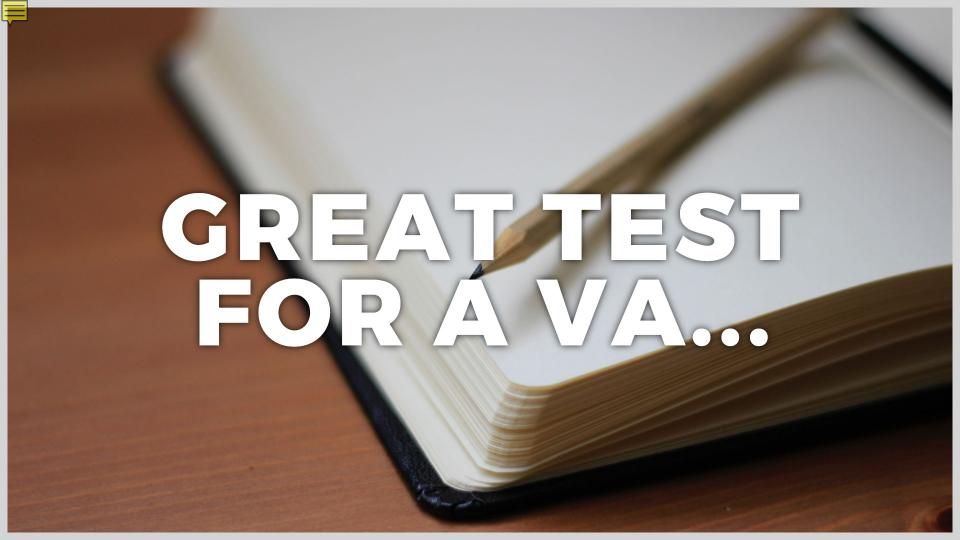












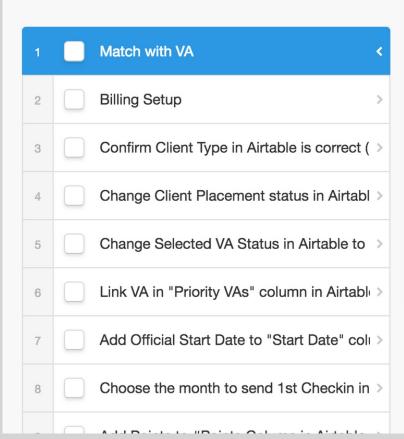
Get Started for FRE

Simple Process and Workflow Management

Process Street is a simple, free and powerful way to manage your team's recurring checklists and procedures.



Businessman Brett



Match with VA

Find VA *

Send Contract to VA *

3 VA Contract Countersigned *

Send Background Screening Check via HireRight *

5 Create KickOff Document *

6 Kick Off Call Scheduled *

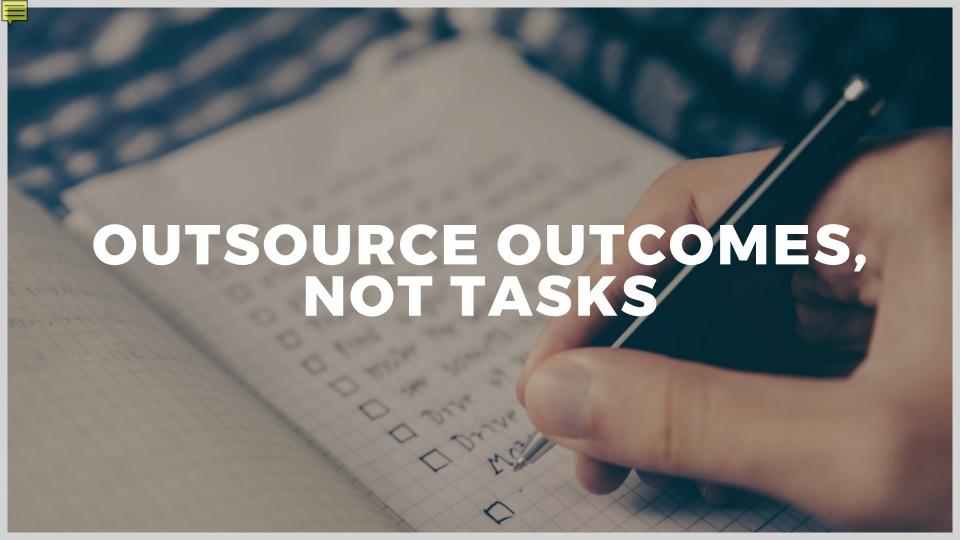
✓ Complete Task Next ➤





DELEGATE



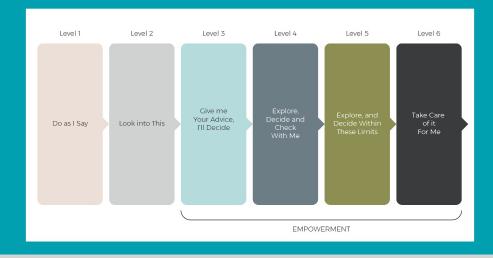




TIME

6 LEVELS OF DELEGATION

priorityva.com/6levels



₩ ₩

CREATE
OWNERSHIP.
LET THEM
HANDLE IT.



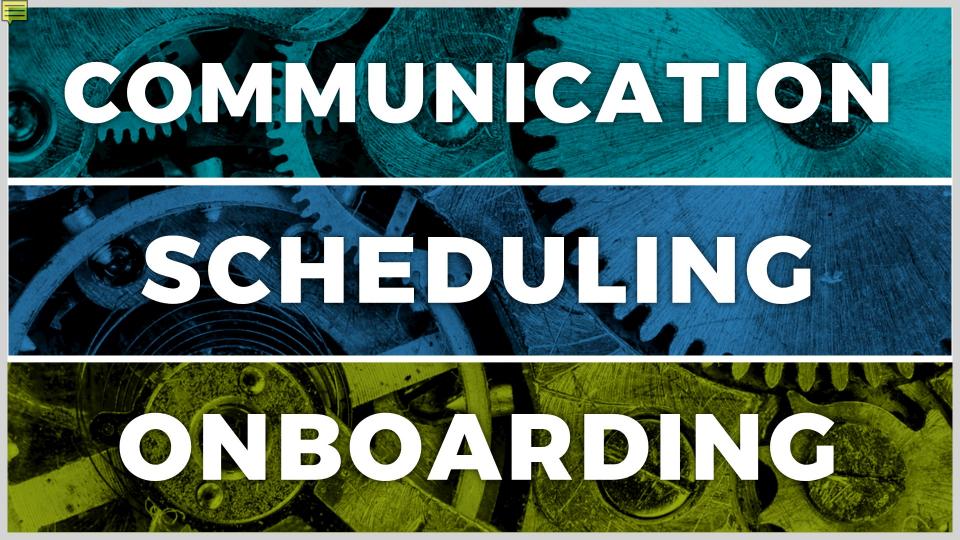




DETACH







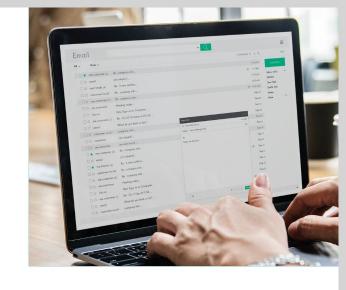




SEND SIMPLE VIDEO TO CONNECT WITH REAL RELATIONSHIP







AUTOMATE YOUR METINGS



Typeform

CREATE FORMS TO CAPTURE CLIENT INFORMATION









PROCESS TOOLS

G-SUITE





PROCESS.ST

IFTTT

HELLOSIGN







PEOPLE TOOLS



VOXER

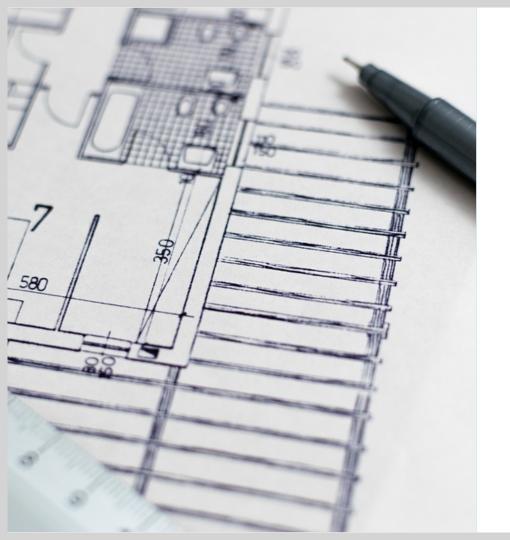




SLYDIAL



GUESTPOST

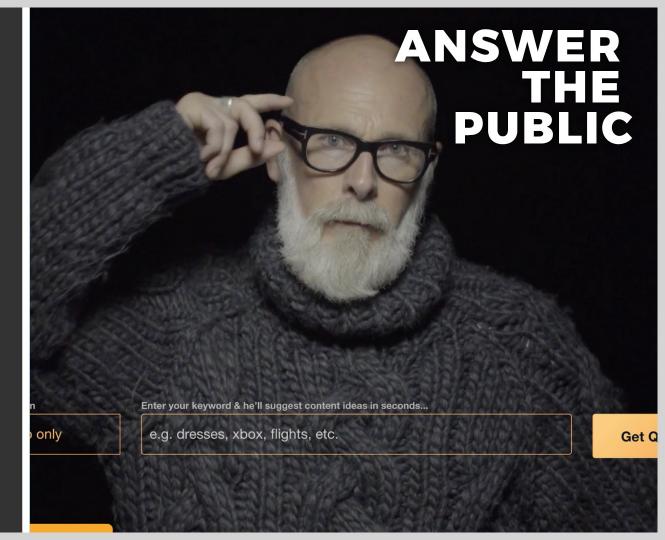


PROJECT TOOLS





KILL NEWS FEED











PROCESS PEOPLE PROJECTS

INTEREST

AVAILABILITY

AFFORDABILITY







DEDICATED SUPPORT

zirtual

GOOD OL' CRAIGSLIST

BELAY

PRIORITY | VA



DISTRIBUTED SUPPORT

FANCY HANDS



Upwork

GET MAGIC



YOUR EMAIL LIST

REFERRALS



how much does it cost?

IT DEPENDS.





























STRENGTHS

FASCINATION ADVANTAGE

3. PROFICIENCY





READY TO













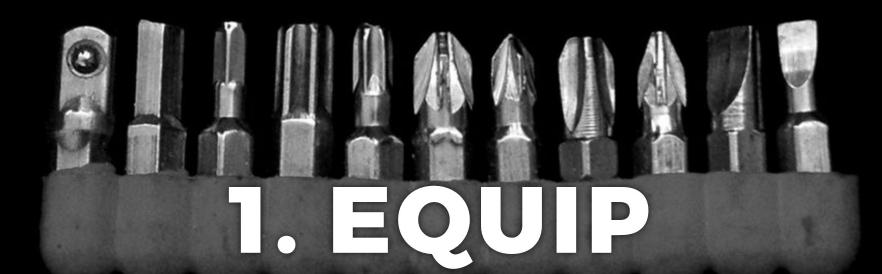












VISION CASTING ISN'T THEIR JOB



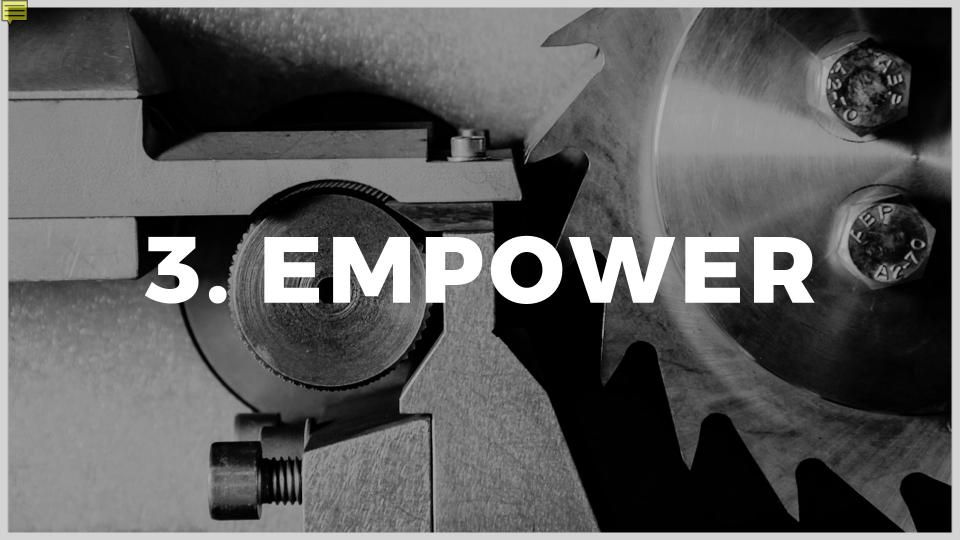




ACTS OF SERVICE PHYSICAL TOUCH WORDS OF AFFIRMATION **QUALITY TIME GIFTS**











EXAMPLE REVIEW QUESTIONS

- WHAT TYPE OF WORK ARE YOU ENJOYING MOST?
- WHAT WOULD YOU OUTSOURCE IF YOU COULD?
- DO YOU HAVE ALL THE RESOURCES/TOOLS YOU NEED?

- IF YOU COULD SEE
 YOURSELF ADDING
 VALUE IN A NEW AREA
 OF MY BUSINESS, WHAT
 WOULD YOU BE DOING?
- WHAT ARE YOU MOST PROUD OF ACCOMPLISHING?

GETTING TO KNOW YOUR TEAM

- WHAT ARE THEIR CURRENT INTERESTS?
- WHAT SKILLS HAVE THEY NOT BEEN ABLE TO UTILIZE FOR YOU?

- WHAT CAN I DO BETTER TO HELP YOU SUCCEED IN THIS POSITION?
- WHAT WOULD MAKE ME A BETTER CLIENT?



AUTOMATE OPTIMIZE SOFTWARE TOOLS

YOUR JOB: EQUIP ENCOURAGE EMPOWER & ENGAGE

PEOPLE:
PASSION,
PURPOSE &
PROFICIENCY

WHAT'S LEFT? PROJECTS: THEMES, GOALS, PROJECTS & TASKS

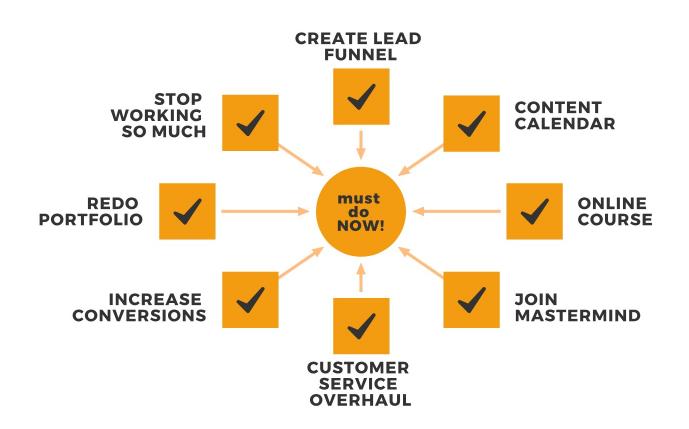


PROCESS PEOPLE PROJECTS





FOCUSING ON ALL THE THINGS... RIGHT NOW.

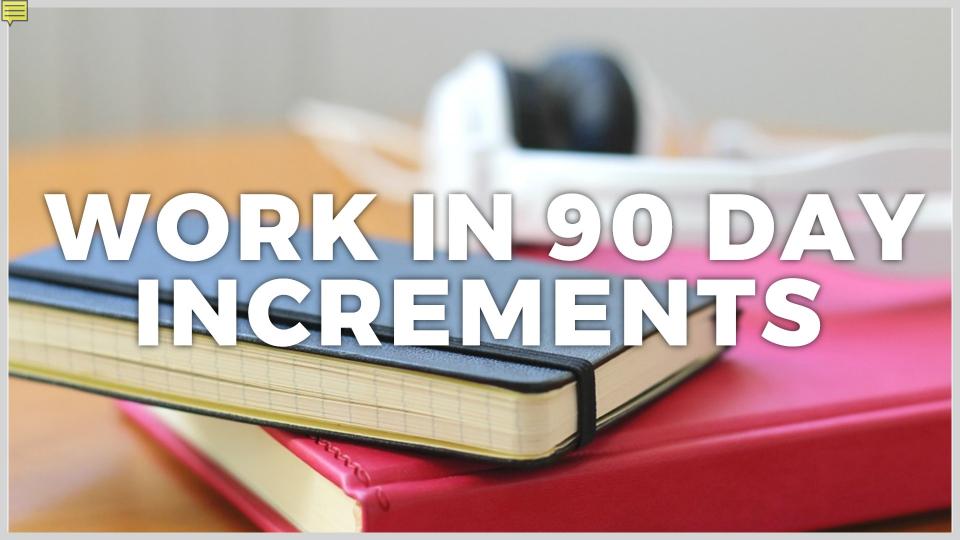








INSTEAD, LET'S BRING **ORDER TO ALL OUR** LIVES...





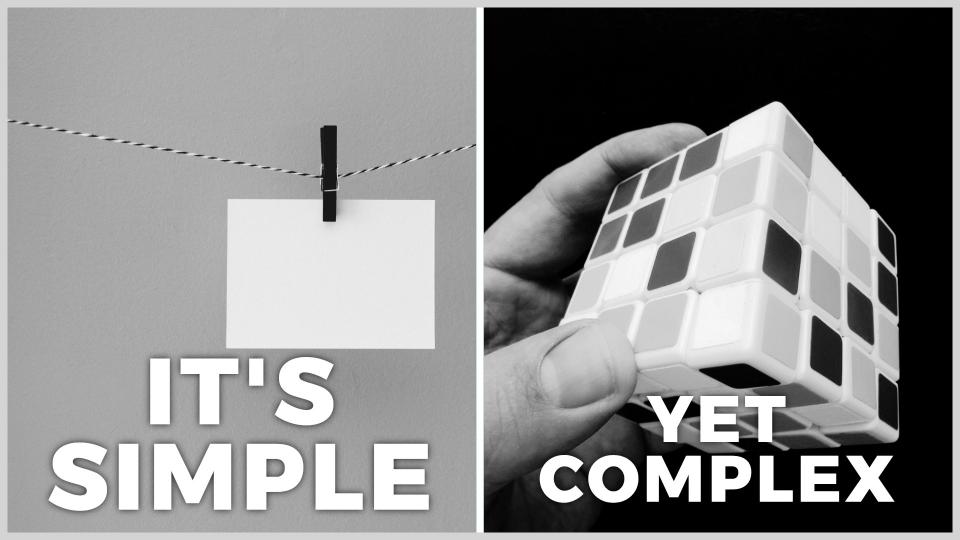












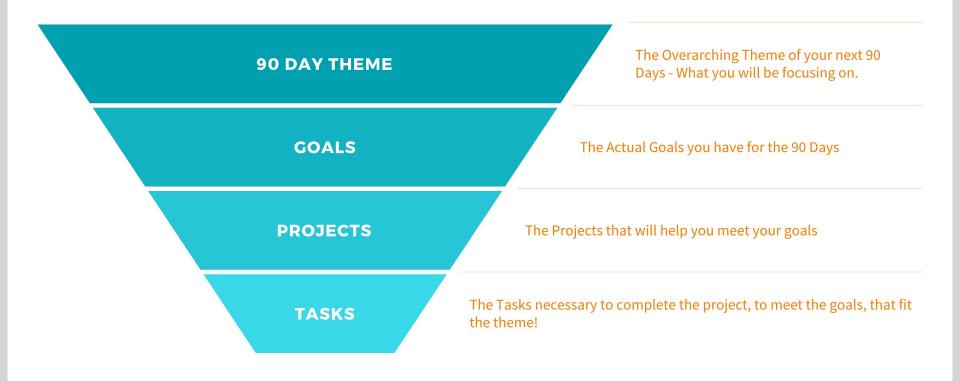
IMPLEMENTATION







FOUR ELEMENTS TO ACHIEVEMENT IN 90 DAY YEAR



PAST THEMES I'VE HAD...

1 Execution

2 Systems

3 Revenue Increase

4 Team building

WHATIS YOUR THEME?

OUTCOME GOALS

Remember, they are always related back to the theme

MY OUTCOME GOALS

My Theme Was: Team Building



MOVE FROM 8 TO ZERO VA INTERVIEWS EVERY WEEK



CREATE 10 RAVING FANS OF PVA TO ATTRACT NEW CLIENTS AND VA TALENT



ONBOARD THREE NEW VAS EVERY WEEK

ACHIEVEABLE

RELATE TO YOUR THEME

TIED TO A #











PROJECTS MUST:

HAVE A PURPOSE THAT WILL ACCOMPLISH SOMETHING TOWARD YOUR GOAL(S)

(which relates to your theme)

HAVE AN IDEAL OUTCOME. YOU'LL KNOW WHAT YOU WANT THE

You need to determine what success looks like. Good/Better/Best is a great model to follow.

RESULT TO LOOK LIKE.

MUST BE IMPORTANT, AND MAKE A DIFFERENCE TO THE GOAL(S)

If it doesn't support the goal, it goes on the Pile Up Zone

HAVE AN ACTION PLAN WITH EACH PROJECT.

If you don't know the next action you need to take, you're not ready to start the project, and the next action is: Research.

EACH OF THESE PROJECTS SUPPORT MY GOAL:

Goal: Move from 8 to ZERO VA Interviews Every Week

- 1 AUTOMATE INITIAL PRE-SCREEN PROCESS OF GAUNTLET
- DOCUMENT INTERVIEW PROCESS THOROUGHLY
- HIRE SUCCESS CATALYST TO CONDUCT INTERVIEWS
- CREATE CRITERIA IN WHICH I NEED TO DO INTERVIEWS





TASKS = CHAOS FOR THE ENTREPRENEUR



PROJECT:	SUCCESS GAUGE:	NEEDS:
PURPOSE - What do you want to accomplish?		
IMPORTANCE - What's the difference it will make?		
RIORITYV	A COM/G	
	A. GOM/G	
IDEAL OUTCOME - What does the result look like?		
	4.071041.01441	
	ACTION PLAN 1 2	3 4
BEST:		







IF YOU HAVE A DEDICATED TEAM ALIGNED WITH YOUR GOALS





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