

“You don’t need to wait a single moment before starting to **improve your life.**”



## 5 Easy Steps to SYSTEMISE Your Business

By  
Kirstie Gillon-Wood

# **5 Easy Steps to SYSTEMISE Your Business**

*By Kirstie Gillon-Wood*

**“Systemise your business & you will  
automatically improve your life.  
Period.”**

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Welcome to the 5 Easy Steps to SYSTEMISE Your Business. This 5-Step process is your ticket to kick-start you into taking action toward creating your own processes and systems.

### **But first, why do you NEED to systemise your business?**

“When a small business is systematised the owner has the **power to transform** any small business into an incredibly effective organisation,” wrote Michael E. Gerber, systems expert and best selling author of ‘The E-Myth Revisited’.

We women mainly started our business so we could have more time, freedom and flexibility to live more balanced lives.

We want more money for what we do.

And we want more satisfaction and recognition for our skills.

**S**ave  
**Y**our  
**S**elf  
**T**ime,  
**E**nergy and  
**M**oney  
**I**nstead of being  
**S**tressed and  
**E**xhausted

#### **Why do you need to SYSTEMISE?**

- 1. Save yourself time – you get more done, faster, so you could be out prospecting**
- 2. Energy – if you have more free time on your hands, maybe a holiday would be good**
- 3. Money – systemising means fewer mistakes which means less money rectifying them**
- 4. Less Stress – you are more in control so your stress levels will drop naturally**
- 5. Less Exhaustion – all of the above means a more relaxed, healthier you**

#### **And another one I just thought of:**

- 6. Consistency – people know what to expect from you which is comforting in volatile times; they’ll be more likely to return to you**

Just about everything we do in life has a system and yet when it comes to the small business, so many entrepreneurs are struggling. Why? Because they 'haven't got the time', or just 'aren't interested' in sitting down and working out their processes. If you are one of those people, then you are in danger of overlooking some crucial parts of your business. You're more than likely winging it, rather than winning it. And it'll be costing you time, energy and money. Not a very smart route to follow, huh?

When an entrepreneur first starts out it is kind of fun and exciting when you type up the quotes, send out the invoices, balance the books, write a press release or two and email the clients – but without following a system it will end in tears believe me.

As the to-do list start to build, there just isn't enough time or energy to do it all. And it's at that time where most small businesses or their owners reach crisis point.

Not yet convinced you need to SYSTEMISE?

Michael Gerber also says:

“When a small business incorporates this process into its every activity and uses it to control its destiny that company stays young and **thrives**.

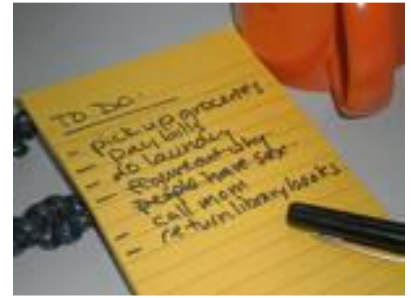
When a small business **ignores this process** it commits itself to Management by Luck, stagnation and ultimately, **failure**.”

Let's get started in transforming your small business into a well oiled machine!

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## Step 1 – Identify Which Areas Need a System



This first step puts a lot of entrepreneurs off creating systems because it requires time, focus and thought – most of you would rather be *doing* than thinking, am I right? 😊

How many of you have said, “It would take me longer to teach you than just do it myself?” I admit, I have on many occasions. Until I realised that by creating systems you get to **delegate** and have the project done YOUR way.

You might have heard of the expression ‘Eat That Frog’ – it’s actually the title of a book by Brian Tracy on how to tackle procrastination. Tracy says that, in order to overcome procrastination look at your to-do list and take the biggest, ugliest task - then do it first. That way, your day can only get better!

In other words, once the first step has been taken, you get a whiff of what the end result will be, and momentum and anticipation builds.

To create a list of areas which need a system, think about what you do on a daily, weekly, monthly, quarterly and yearly basis. How are you spending your time? If you need to, carry a notepad around with you and jot things down as you do them.

Now think about what cracks exist in your current state of chaos. What are you doing that you wouldn’t need to if you had a system in place? Maybe it’s explaining the same thing to an employee for the fourth time. Maybe it’s an oversight like you forgot to follow up on an enquiry. Or perhaps a client has complained because last time you gave them X, Y and Z whereas this time they have only received X and Z.

## **Step 2 – Prioritise the Top Three**



Hmm, now how do you choose the most important areas where the cracks need sealing? Well, it could be glaringly obvious – something might be costing you a lot of money. Or it could be that you feel like every aspect of your business needs systemising – from the smaller areas like filing to the broader view such as financial reporting.

To help resolve this dilemma, you can start by thinking about what your main goal is. Do you want more clients? If so, marketing is the area that needs your attention first and foremost. Write a list of all the tasks involved in your marketing (networking, writing press releases, cold calling etc). If your goal is to address incoming queries to sales conversion, then you need to focus on the tasks an enquiry brings about.

In my previous life when I was an employee I completely systemised an entire department, of which I was only a team member. I turned, what were complete chaos and a shambles into a sleek, smooth, and efficient operation. It had an amazing ripple effect. Not only did our team handle the pressurised environment more calmly, managers and other departments began asking how we got so much more done! It didn't take a miracle or a genius to do it.

It was as easy as what I am sharing with you now.

### **Step 3 – Break It Down and Document It**



I have always used Post-It notes or a whiteboard to perform this next step but you can use your computer or any other method that suits you. The reason I use Post-It notes is because a) I am a visual person and b) I can shift Post-It notes around and keep track of them better than if I used a flow-chart on the computer, for example.

Take the first priority you want to work on and list what the process is currently. If you are using Post-It notes, write each separate task as-is on a separate Post-It note. Then, using a blank surface like a table or wall, and stick them up in logical order.

It's simple and fun (or is that just me?) ☺.

Let's say you want to send out a press release. Think about where that process starts. The outcome of your press release is presumably to attract more of your ideal clients. Your first task would be to investigate publications that reach your target market. So you'd write "Research ideal publications" on your first Post-It note and stick it on the wall.

What would happen next? Maybe the 'how' behind the research i.e. will you use the internet, word of mouth, or the telephone. The answer goes on a second Post-It note and placed next to, or underneath (like a flowchart) the first note on the wall. What would happen next?

Keep going until your process is finished.

You may come across a Yes/No scenario in which case, just turn your Post-It note until it becomes a diamond shape. Then simply branch off from that.

Once you have read through the process, added to it and re-designed it a little, transfer it to your computer and document it.

## **Step 4 – Trial Run**



It's time to test-drive your new **first-draft** system. Firstly, test-drive it by getting someone else to act as though they are following your system.

The reason why I don't recommend doing a 'real' test-drive is because it could cost you getting your press release published or getting a new client. You want a friend, team member or colleague to follow your system and from doing so, it may highlight a few gaps or cracks that you hadn't thought of before.

You want to change your system while it's still in draft mode. Doing this will save any potential disastrous and costly mistakes being made.

So, make a note of the gaps, or cracks that have popped up during your first test drive. Add them into the process where appropriate and take your second test drive.

Repeat this process until you are completely satisfied all gaps and cracks are filled and smoothed over.

## **Step 5 – Re-Visit**



Like most aspects of your business planning, don't just allocate your system to a dusty shelf after 3 months. Sure it is probably a well-engrained habit by then; you or anyone else could follow it blindfolded. But things change. And therefore your system needs to change to accommodate it.

For example, let's say the editor at the publication you want to send your press release to has left. Her replacement prefers email press releases a week earlier rather than a hard copy one posted a week later. Your system needs to reflect this change.

Your system may also need re-visiting if it's not frequently used i.e. systems for those tasks that only occur quarterly.

Good luck and enjoy it!

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