



The Small Businesses Solving Big Problems Show
Episode 11 – Part 2 of a 3-part series
YOUR Business: Structured For Success

SMALL BUSINESSES SOLVING **BIG** PROBLEMS
w/ Viver Israel **MIYP**

Show Notes SBBP11

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Renaissance Works, Inc.

Creating a synergy between people, process and technology to help business owners create the perfect recipe for operational efficiency for their business

Re-Cap: Setting Up The Dilemma/Problem & Part 1 of Solution

Getting structured for success is easier when you break your business, as a whole, into logical functional chunks; yielding a more ‘bite-size’ and less daunting approach to organizing your business. We have identified three main areas in any business.

Three main areas of business

1. Sell-it
 - a. Marketing
 - b. Sales
2. Do-it
 - a. Business Operations
 - b. Production
3. Care-for-it
 - a. Back Office (paperwork and finances)
 - b. Focused on employees, compliance, etc.

Part 2 of The Solution

The three ways business gets done

1. People
 - a. Your Team (the expanded view): not just employees but all those who help you get business done—yourself, employees, outsourced personnel, vendors, your customers, etc. This includes caring for your team members.
2. Processes
 - a. The **story** of how business gets done; mechanisms via which a customer discover/come to your business. E.g. how does a client come into your business system?
 - b. Documenting this is the roots to developing your Company Policy & Procedures Manual
3. Technology
 - a. The ‘tools’ of how to get business done; high tech AND low tech. Don’t underestimate a plain flip-chart for brainstorming. Another example, choosing ergonomic chairs for the office, to reduce back fatigue.
 - b. Deciding WHICH technology is truly right for YOUR business.

Next Steps you can take TODAY to make your business situation better:

- Suggested ‘Homework’ Exercise – create three columns on a piece of paper and make a listing in each of the three ways ‘your business gets done’.
 - List your Team Members
 - Who do you have on your team?;
 - List your Processes
 - How do you keep your accounting?
 - How do you produce your company newsletter?
 - List your Technologies
 - What technologies do you already have?
 - What technologies are you considering bringing on-board?

- If a business owner is REALLY, REALLY crunched for time right now and can't go through listing all three ways they get business done, say they could only do one; which would be most important to do first, the ONE they should start with?
 - Answer: start with listing your Team. Because, if you business is currently very small, or very new, you might discover that you are not as alone as you think!!
- Reading the book, “Structured For Success: the 9-Point System to Create Breakthrough Business Results” by Karen Logan for greater detail and widgets (tools) to make this process easier.

Tune in Again for Part III – Putting it All Together!

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FREE one-hour seminar on creating productivity within your business! Sign up for on our website: <http://www.ren-works.com/bplwebinar.html>

Schedule of workshops on our Website calendar

Bestselling book—“Structured For Success: the 9-Point System to Create Breakthrough Business Results” available on Amazon.com

More about Karen

- Karen Logan is a recognized expert in business productivity. She has over 25 years experience in corporate and small business arenas.
- Karen provides expertise to help owners get their businesses systematized and positioned for growth.
- Karen is a managing partner at Renaissance Works.
- Karen lives in Southern California in the South Bay. She is an avid runner, enjoying the beaches and trails in her community.