

Turning Your Potential into Results



Setting Your Business Up for Success

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The *Dreaded* Four Letter Words

Plan

Risk



Framework for Success

Define Your Intentions

Identify and Account for Challenges

Develop a Workable Plan



Results Occur Through

Planning

Effort

Change



The First Axiom

The Laws of Physics Apply to Your Business Too

- All Businesses Have Potential
- Potential = Intention = A Body at Rest



Physics Continued

Results Are the Product of Actions

- Change Has to Come From an Outside Source

- The Outside Force Is You



Turning Wishes Into Reality

Stating Your Intentions Is Not Enough

Undefined Intent Lacks Real Tangibility

The More Concrete, The Greater Chance for
Success



Defining Your Intentions

What Do You Want To Do?

How (What Steps) Do You Intend To Do?

Who Will Do Each Step?

When Will the Overall Project Be Done?

Why Is It Important To Do? (Motivation)

Challenges





Challenges

Challenges Come with Being in Business

We All Have Them

*There Is No One Correct Way To Overcome
Challenges*



Origin of Our Challenges

Resources

Appropriateness

Human Factors



Overcoming Challenges

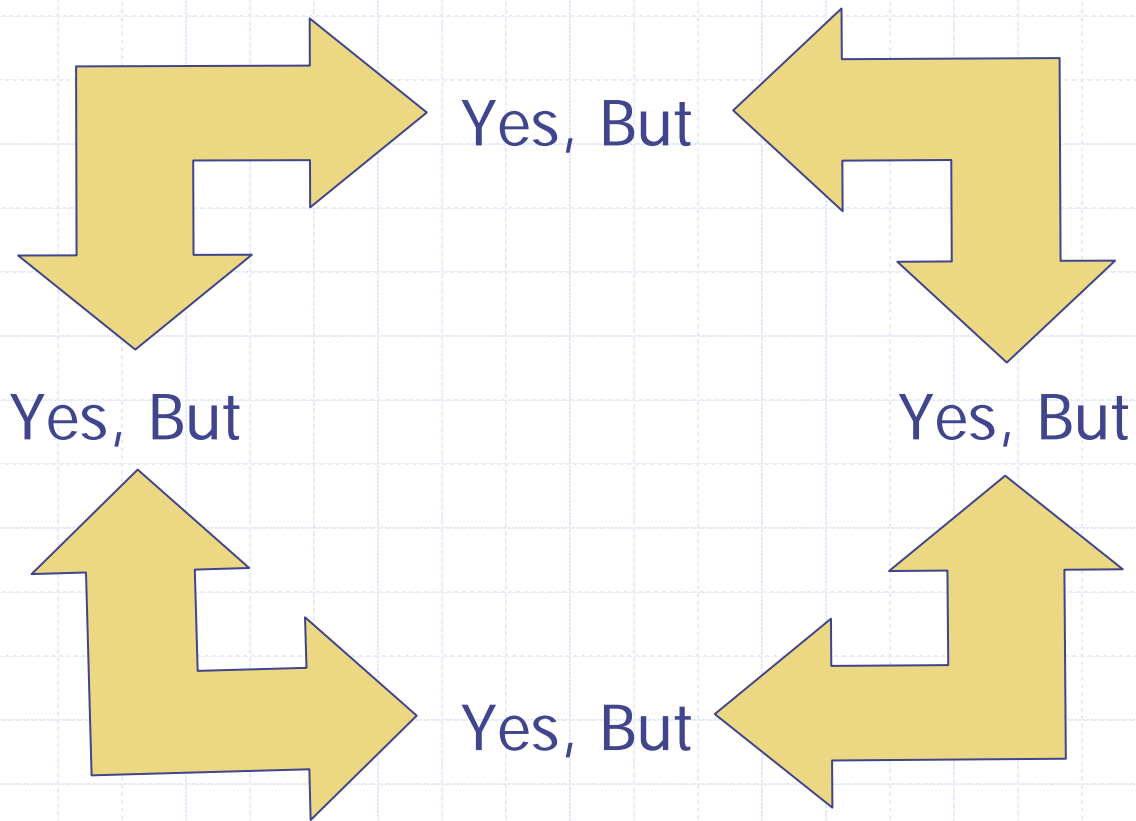
Involves Openness to Change and Taking Risks

Can Include Outside Perspectives and Support

Implementing Changes Requires Planning

Resolve To Overcome Challenges

Beware: 'Yes, But' Doom Loop





Putting It Together

Develop a Plan Based on:

- The Defined Project
- Workarounds to Challenges

Track and Evaluate Your Progress

Modify the Plan and Dates as Necessary



Tips for Success

Choose Achievable Projects

Be Honest With Yourself About The Challenges You Face

Consistent Incremental Progress Leads to Achieving Your Goal