

The **Systems Growth Zone** looks at how you leverage your time, money and resources on a daily basis and how you get the best possible return on your effort and avoid wasting emotional and mental energy.



One of the main reason a business stays in CHAOS is because of a lack of systems.

When you're working as a solo operator, you can **get by with a few simple** systems. But as you employ staff and work on bigger projects or sell more products, or bring on distributors - you need to systemise to become tipping point ready.

The systems for a four-person company are very different from a 12 or 25-person business. It's the same with having just a few clients vs thousands of clients.

We learned this the hard way... definitely going through a period of chaos as our business grew from a few part-time staff to more than 40 full-time staff in two countries and across multiple time zones.

We had to keep paying attention to systems because without the right systems there were a lot of mistakes being made, communications were getting messed up and this was costing us time and money.

What you say you're struggling with:

"Which systems should I use? Biggest issue for us at the moment is lead generation."	"I want to streamline processes, introduce new systems and technology, engage outsourced options."	"I don't have the systems in place to cope with growth."	"I don't have systems to manage my team and hold them accountable."
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You pay the highest price to get things done when you don't have systems. Because YOU are the most valuable person and the most expensive person in your business. Anything that you do more than once can be systemised so that it stops taking up your mental and or emotional energy.

Let's get started.

The “Free Yourself” System Builder

1. Identify the system you want to create.
2. Define the ‘why’ or rationale for the system (what does it produce/prevent?).
3. Outline the key steps to the successful completion of the system as a summary or checklist.
4. Drill down into the step-by-step of the system assuming the beginner’s mind and record these steps in sequential order. Where you can demonstrate examples, do. For example if you have an existing blog structure that shows heading style, font, size, image use etc. ensure that this is referenced within the system. Or, if you have a sample customer service reply for enquiries about your products, then reference that in your system.
5. Put the system to the test and make any corrections based on missing or unclear steps.
6. Enjoy the increased, time, energy, efficiency and results!

“Structures give you freedom.”

— Lisa Sasevich, creator of the *Speak to Sell Bootcamp*

Sample Procedure: Office Opening

Which Growth Zones does this system apply to?	<input type="radio"/> Planning <input type="radio"/> Sales and Marketing <input type="radio"/> Product <input checked="" type="radio"/> People <input type="radio"/> Money <input type="radio"/> Systems <input type="radio"/> Technology <input type="radio"/> You
Which Role is this System for?	Office Administrator
What is the Task/System? Describe it. e.g. write social media posts, or schedule social media posts using Hootsuite, or answer the phone, or onboard a new client, or send an estimate/quote.	Office Opening Procedure
What is the why, or rationale of this system? Look at what the consequences are of not having this system. e.g lost clients	The office is open from 9.00am until 5.30pm, Monday through Friday. This system ensures that we are ready to greet clients and to start our working day. It also supports the team to enjoy a clean, efficient office space.
System Checklist This is the summary with only the key points related to this task. e.g Opening Office procedure.	System Detail <ul style="list-style-type: none"> • Turn on lights in the main office area. • Empty the dishwasher. • Take phones off night switch (leave on until after team meeting on Wednesdays). • Fill the water reservoir in the coffee machine. • Empty coffee pods into recycling (small tub in drawer above bins). • Ensure coffee pods are plentiful in the container in the pantry cupboard. • Replace tea towel on Mondays and Wednesdays. Place dirty towels in the basket (garage shelves) • Replace paper towel roll if finished or running low (supplies above microwave or under kitchen sink).
Last Reviewed Date:	
System Author:	

Now it's Your Turn — Build Your System

Which Growth Zones does this system apply to?	<input type="checkbox"/> Planning <input type="checkbox"/> Sales and Marketing <input type="checkbox"/> Product <input type="checkbox"/> People <input type="checkbox"/> Money <input type="checkbox"/> Systems <input type="checkbox"/> Technology <input type="checkbox"/> You
Which Role is this System for?	
What is the Task/System?	
What is the 'why', or rationale of this system?	
System Checklist	System Detail
Last Reviewed Date:	
System Author:	

Your Systems and the IDEAL Business System



The IDEAL Business System™

Remember to apply the IDEAL Business System to your Systems.

- **IDENTIFY** what systems you want to focus on and create or adapt. Will you start with Product systems, or Marketing systems, or will you put your focus on your Customer Service systems? Remember to align your focus with your bigger goals and strategic objectives.
- **DESIGN** the systems (using this builder). Follow the system builder to build out your systems. We recommend that you use a method that works for you, whether that is written or audio/video to capture your systems. Do what comes easy to you and remember that you want to be give enough context and information for someone to be able to complete the task without having to keep checking in with you.
- **ENGAGE** who or what do you need to engage to put these systems in place? Do you need to engage some new technology like a wiki, or to engage team members to start documenting processes?
- **ACT** when will you take action? Can you set aside a block of time each week or in one deep immersion, to get these systems written and tested? Taking action is going to be key.

Remember your systems don't need to be perfect. You can keep iterating as you go along.

- **LEVERAGE** your systems can be leveraged by making them available to others to improve and edit. Can you place them on a wiki or Google doc so that they are always updated and available for you to use?