

# 30-Second Scorecard™

How to Build Systems to Put Your Business on Autopilot

## Chapter Action Guide

### Chapter 1 – Branding They Won't Forget

#### Action Steps:

- Create, update, or review your core values for your business
- Identify the visceral experience that you want your customer to have
- Develop the Core Business Brand that will deliver this experience
- Communicate and implement your CBB across your organization

### Chapter 2 – Bait and Hook with Your Marketing

#### Action Steps:

- Download and complete the Marketing System Form
- Open your calendar and roll out your marketing plan in the next 12 months
- Communicate the new marketing plan to your organization
- Create marketing scorecards in order to measure and adjust

### Chapter 3 – The Language of Sales

#### Action Steps:

- Create a sales script and dialogue journey
- Create a worst case/question and answer list
- Practice the sales conversation
- Create sales scorecards in order to measure conversions

## **Chapter 4 – A Winning Team**

### **Action Steps:**

- **Create a list of technical and interpersonal skills for each critical function within your organization**
- **Evaluate current staff based on this list and create plans of action if necessary**
- **Develop a detailed hiring system including the interview process and onboarding**
- **Develop a termination system**
- **Create scorecards to measure skillsets, conformity, and fit**

## **Chapter 5 – Success with Systems**

### **Action Steps:**

- **Download all resources for chapter 5**
- **Complete exercises and forms per book instructions**
- **Take action based on the results of these exercises**
- **Begin the documentation on your new systems and assignments**

## **Chapter 6 – Tic, Toc – The Productivity Challenge**

### **Action Steps:**

- **Download resources for chapter 6**
- **Complete the exercises and forms per book instructions**
- **Evaluate necessary changes based on the results of the exercises**
- **Make strategic changes based on the DEA system**

## **Chapter 7 – Maximizing Revenue**

### **Action Steps:**

- **Calculate and separate your companies fixed and variable cost**
- **Download break-even model and calculate your revenue break-even**
- **Create a revenue budget and strategic plan to increase revenue**
- **Evaluate each revenue stream to understand the true impact to your financials**
- **Create scorecards for all your revenue activities and comparisons**

## **Chapter 8 – Money, Money, Money**

### **Action Steps:**

- **Download resources for chapter 8**
- **Use the clarity matrix to eliminate, combine, or reduce cost items**
- **Evaluate the profit impact from each product segment in your business**
- **Create scorecards to monitor cost and profit activity**

## **Chapter 9 – Maximizing Cash Flow**

### **Action Steps:**

- **Download and complete the cash flow model**
- **Identify the cash flow components in your business**
- **Make adjustments to these components that will improve cash flow**
- **Create scorecards to monitor cash flow very closely and timely**