**The Train Runs on Time**

1. **Get a Business Coach**. Join TAB or a similar affiliation.
2. **Develop a written mission for the business**. Put it in writing in an obvious place.
3. **Write an elevator pitch for the business**. Write one that your customers and staff will identify with.
4. **Learn “Mastering the Rockefeller Habits.”** Take the course and implement it, NO exceptions. Run your huddle at the same designated time - forever!
5. **Run everything by metrics**. They are either measured as time or quantity. EVERY employee must have them and report them.
6. **Have every employee write their own job description, elevator pitch, and metrics**. All you must do is agree with them. Review/renew these annually and make sure every new employee learns this as part of your culture.
7. **Meet with every employee.** Meet one-on-one for 10 minutes between the firstand fifth day of each month to review metrics and any “stuck” issues.
8. **Engage the staff in every way you can**. The owner MUST write his own job description, elevator pitch and metrics, then share them with the entire staff.
9. **Build a dashboard that measures EVERY metric**. Assign this monthly duty to someone else. Do not maintain any reports yourself. Measure everything, but have the staff do it.
10. **That which is measured and reported delivers predictable, desired results.**
11. **Don’t schedule meetings if there is not an obvious agenda**.
12. **The train runs on time**. Set dates and deadlines, and insist on meeting them.
13. **Start writing the business plan in early summer**. Continue tweaking it throughout the summer until it’s ready.
14. **Complete the business plan by September and have your staff practice it for several months before going live**. Plan to attain your goal by practicing and fine-tuning.
15. **Renew job descriptions and elevator pitches in October**. Remember, your staff writes them, not the owner.
16. **Compensation plans for all staff are negotiated in November**. Put them in writing, be constructive, and do not be afraid to be critical.
17. **December is “time out” for family, holiday celebrations, etc.**
18. **Build a marketing plan and a budget; spend it!** It’s part of your annual business plan and should generate new business for you.
19. **Market internally to your staff, all the time.**
20. **Learn why employees generally leave their employer:**
    1. Not a fit
    2. Don’t get along with their boss or coworkers
    3. Need to make more money
21. **Learn what generally motivates employees**. **M.A.P.**
    1. Mastery
    2. Autonomy
    3. Purpose
22. **Develop strong financial incentives for your entire staff.**
23. **Provide a 401K retirement plan and health insurance benefits**. Provide benefits even if they are health reimbursement allowances.
24. **Figure out how to give your staff balance in their lives.** Error on their side.
25. **Encourage donating to charities**. Encourage both the company and all employees to give.
26. **Encourage brainstorming from all departments, in all facets of the business.** When brainstorming, you can say, “Yes AND”; you cannot say, “Yes BUT.”
27. **Don’t be afraid to try new ideas** **until something sticks.**
28. **It’s ok to be stuck**. Encourage a culture where you raise your hand and ask for help to efficiently identify what’s not working.
29. **Learn what “normal” is in your business and within your industry.** Once you understand what normal is, you can “put gas on it.”
30. **Expect to hire overachievers.** Keep your “par performers.”
31. **Be quick to fire, slow to hire.**
32. **Delegate all you can.**
33. **Take time off often.**
34. **Be willing to grow slowly**. Fast growth usually isn’t worth it.
35. **Do one thing really well.** Focus on your market niche.
36. **Business accelerates when you know the truth and can trust the process.** The opposite is deceleration and bureaucracy. Every business plan needs to incorporate the words “trust” and “truth” in the written plan.
37. **You must know how to execute.** You do not need to invent anything to be a successful business owner.
38. **Trust your gut – it’s almost always right.** Short decision making is simple.

39. **Your mission: Stay in Business!**

40. **Write a Business Continuity (Disaster) Plan.** Better yet, have your #2 write it first.   
  
**Bonus:** Embrace Technology and hire the younger generations to enable change.

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