

THE ROAD MAP

TO BUSINESS SUCCESS

USING SYSTEMS TO
DEVELOP A WINNING CULTURE

The Roadmap To Business Success: Using Systems to Develop a Winning Culture.

What makes a successful business? The business leader can take a vacation never having to worry about its bottom line. Having a business that always shows up on the first page of search results. A business that consistently achieves a positive cash-flow and has multiplied its value. Having a strong team that shares in the business leader's mission and vision. Having a business where customers are referred to it, not just by other customers, but by other businesses. Having a business with clients that come to it. Not just paying customers but recurring customers. Having a business that has a positive impact on the community around it. At the end of the day, what we are after is having a business that brings personal satisfaction to you, the business owner.

Before we show you the steps to take your business along the road to success, it is important to ask yourselves the following questions:


1. Are you manifesting the right leadership practices in your company?
2. How much do you know about your market and how to sell to it?
3. Have you implemented a financial system in your business to ensure good fiscal standing and performance?
4. Have you been working on constantly improving your entire team's performance?
5. Do you have a strategy for converting your opportunities to leads?
6. Do you have a system that consistently turns leads into customers at a high percentage?
7. Have you been seeking ways to improve your relationship with your customers and to consistently deliver on your promise so you could turn them into clients?

Business success can be achieved by adopting a winning culture. The winning culture can only be achieved by learning, integrating, and improving systems that are necessary to enable business growth and success. Every successful CEO uses these systems to keep a company performing efficiently and profitably. These systems can work across all kinds of businesses. Through decades of experience in business coaching and being through the rigors of entrepreneurship ourselves, we have formulated a program to train you to master each of these systems. After having mastered these systems, you as a business owner can answer these seven questions. The inability to address any few of these questions is the reason why up to 50% of all small businesses fail within 5 years of existence.

This roadmap will serve as your travel guide as you journey to having a successful enterprise. It contains key systems that will help your organization gain profits consistently, and most importantly, to develop a winning culture.

As you play the game of business, not only do you achieve these but you are to discover how to come up with answers to respond to challenges.



A man with dark hair and a beard, wearing safety glasses, is focused on his work in a workshop. He is holding a hammer with a wooden handle and a metal head, positioned to drive a nail into a piece of light-colored wood. His hands are steady, and his expression is one of concentration. The background is slightly blurred, showing the warm tones of the workshop environment.

“Why is culture so important to a business?
Here is a simple way to frame it.
The stronger the culture, the less corporate
process a company needs. When the culture
is strong, you can trust everyone to do the
right thing.”

—Brian Chesky,
Co-founder and CEO, Airbnb

“Work ‘on’ your business, not just ‘in’ your
business!”

— Michael Gerber

Understanding the Seven Business Success Systems

"Organize around business functions, not people. Build systems within each business function. Let systems run the business and people run the systems. People come and go but the systems remain constant"

— Michael Gerber

Alignment you need to generate consistent progress and income

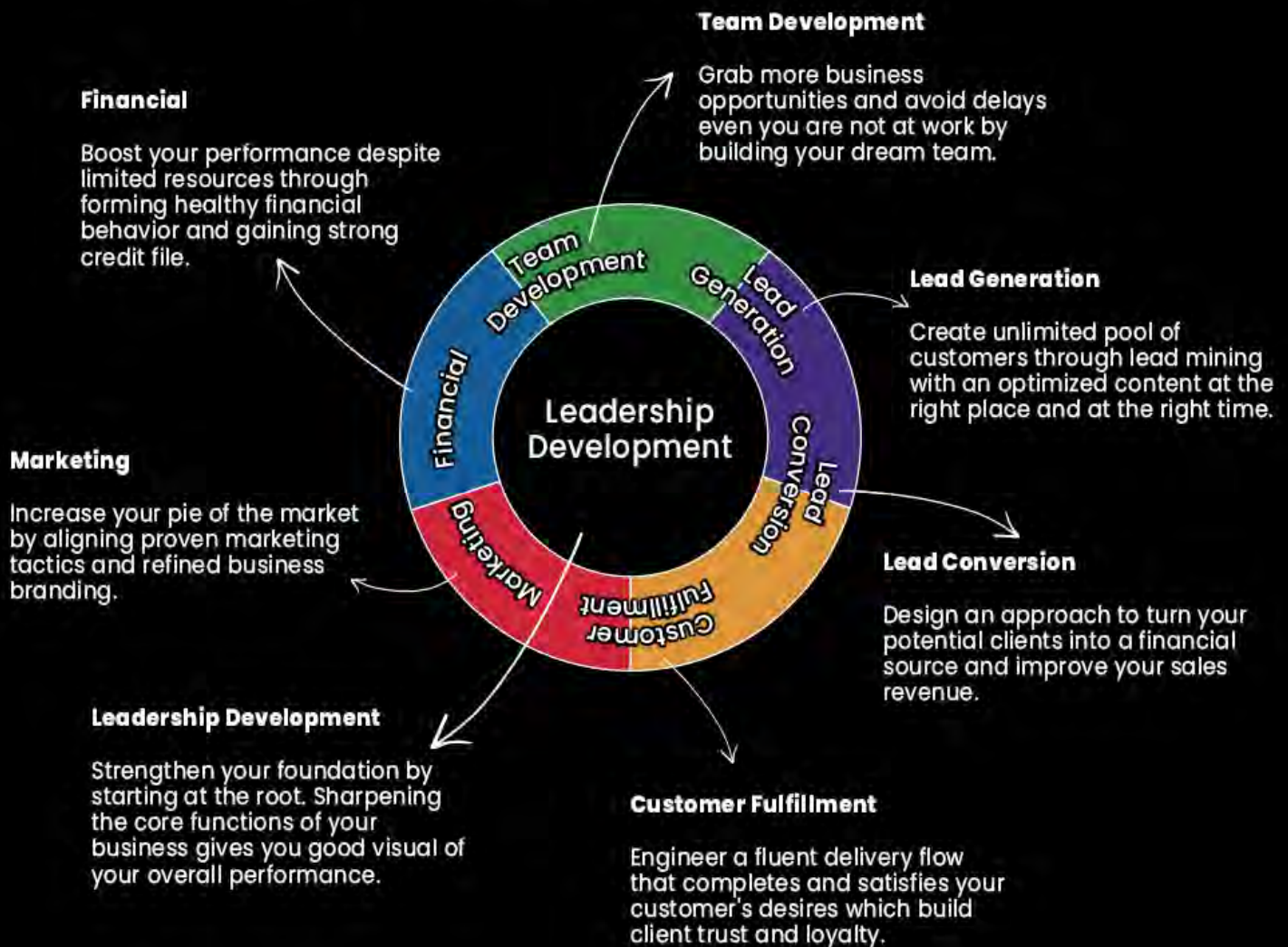
At Office Huddle, we are on a mission to increase the success rate of small businesses. Although every business is unique, we are presenting a road map that will allow any business not only to survive but to thrive on a long-term basis. The secret to a successful business is the alignment of key systems which you are to uncover now.

The road to success has Seven Business Success Systems that was designed to crack the code on how to develop a winning enterprise. You can only yield quantified results if you know where to look and have corrective measures in place. Being equipped with these allow all business units to function simultaneously at their top performance. If you look closely, these might be some of the problems your business is currently facing that prohibit your growth. As you travel this road map dedicated to grooming you to be a successful CEO, you will divulge yourself into a more detailed interpretation of how these Seven Systems will escalate your business performance.

- Leadership Development System – forms the foundation of the enterprise by developing solid habits of leadership.
- Marketing System – a business function that promotes your company through combining creative visual presentations and a refined market approach.
- Financial System – its objective is to optimize your financial practice and widen the monetary resources that will help you expand as a company.
- Team Development System – to allow you to portray bigger roles despite limited resources through the effective use of recruiting, training, and aligning your staff to your goals.
- Lead Generation System – to give your business the ability to gain more reach to turn more opportunities to become leads.
- Lead Conversion System – enables you to effectively utilize tools and techniques that will turn your leads into a financial source.
- Customer Fulfillment System – empower your company to perform at its utmost capacity by making a flawless procedure in delivering the promise of your business consistently to your customers thereby making them return to you.

These Seven Business Success Systems targets the most important aspects of your company. Every system intends to make your business units move harmoniously so that you and your company can produce positive results consistently. But to learn each component of these Seven Business Success Systems will require Four stages of development.

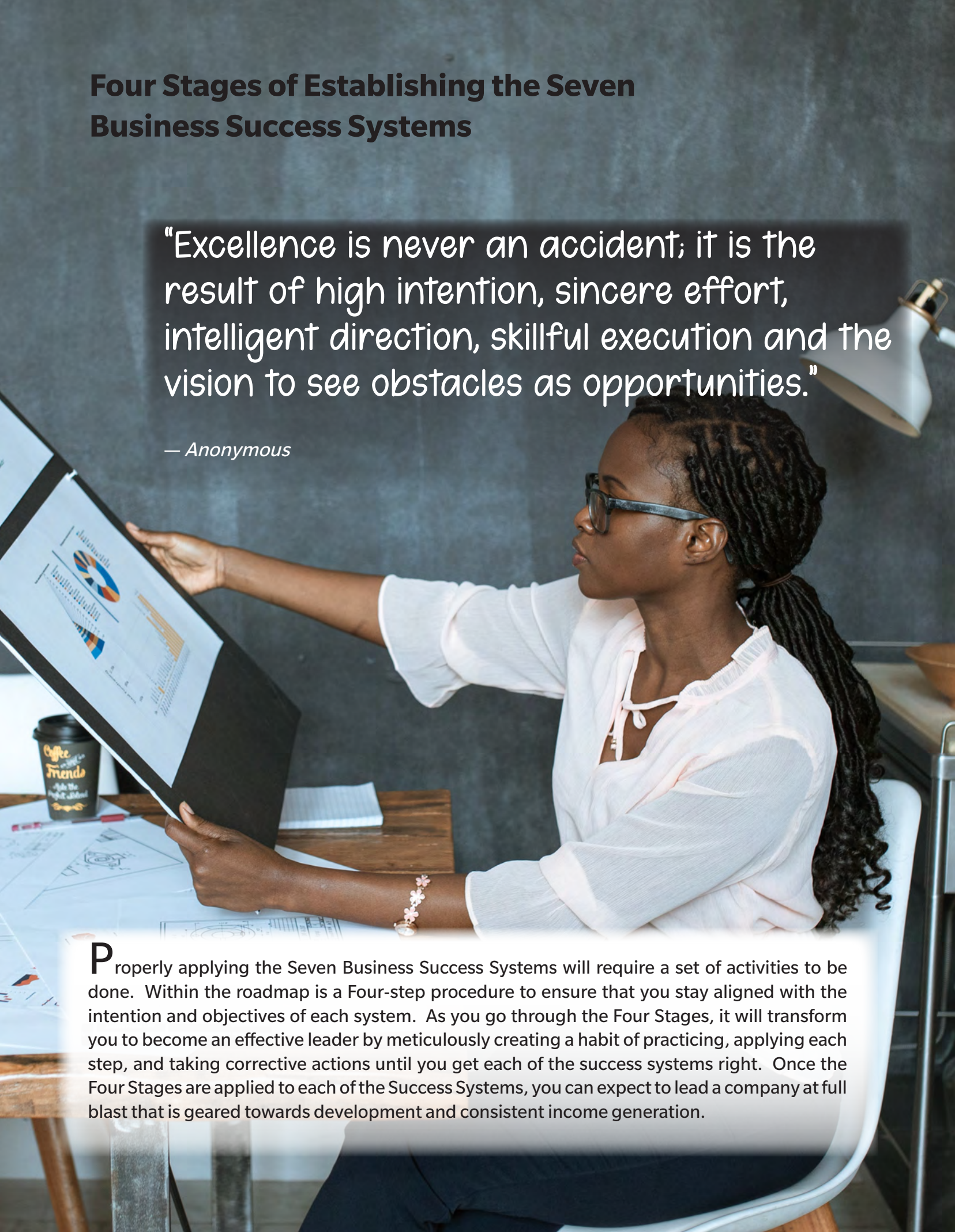
THE SEVEN SUCCESS SYSTEMS



Four Stages of Establishing the Seven Business Success Systems

“Excellence is never an accident; it is the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities.”

— Anonymous



Properly applying the Seven Business Success Systems will require a set of activities to be done. Within the roadmap is a Four-step procedure to ensure that you stay aligned with the intention and objectives of each system. As you go through the Four Stages, it will transform you to become an effective leader by meticulously creating a habit of practicing, applying each step, and taking corrective actions until you get each of the success systems right. Once the Four Stages are applied to each of the Success Systems, you can expect to lead a company at full blast that is geared towards development and consistent income generation.

1. The Locker Room

- this is the first phase where you prepare your company to embark on a new flow of systems. Your foundation must be solidified for everything else to function properly. You can avoid wasting resources as our mastery in business is at your service to navigate the areas that need more polishing and refinement.



“There are no secrets to success. It is the result of preparation, hard work, and learning from failure”

— Colin Powell

2. The Design Suite

- this is the second phase of the process. The Design Suite intends to allow you to customize the systems that will resolve the problematic areas of your organization. The Design Suite is your opportunity to make innovations on your systems to help make your business more robust to challenges. You have our expertise as your full support in finding out the ultimate solution to correct your leading business problems.



“Design adds value faster than it adds costs.”

— Joel Spolsky
Web programmer, Writer, and Creator of Trello

3. The Dojo

- the third phase is your testing center. This is where you test the solutions uncovered in the second phase. The Dojo is the place where you can evaluate the performance of your innovations with the help of our in-depth parameters and analysis. From here, you can conduct necessary adjustments to prepare you to launch on a larger scale. Most of the time, you may have to come back and forth to the Design Suite. Don't worry, this is the purpose of this step – to ensure that you are right on track.



“The difference between ordinary and extraordinary is practice”

— Vladimir Horowitz

4. The Game Plan

- the fourth phase is where you will activate and implement each of the Seven Success System. Since you have gotten your house in order in the first stage, managed to bring forth the fix to your company in the second stage, and have tested the action plan in the third phase, you are ready to launch your execution plan and play the game of business.



“There is no progress or accomplishment without sacrifice.”

— Idowu Koyenikan

Business Success Elements You Must Never Skip

At this point, you have only had a preview of the key systems that must be properly assembled, fully developed, and maximized for you to build a better business. Below are the components of each system that is specifically configured to perform and produce results that will allow you to accomplish each one. Every system is also integrated with directives and objectives that will refine your business structure and at the same time polish your approach towards these key areas.

Leadership Development System

- Learning the Essential Skills of Leadership
 - Concentration
 - Discrimination
 - Organization
 - Innovation
 - Communication
- Building a Business Plan That Will Work
- Innovation – Quantification – Orchestration, Repeat
- Evaluation of purpose

Marketing System

- Identifying your most probable customer
- Identifying Customer Perceptions and Behaviors
- Positioning and Differentiating Your Business

Financial System

- Building a Strong Financial Strategy
- Increasing financial resources
- Building personal and business credit
- Hasten and heighten financial growth
- Internal and external forms of investments

Team Development System

- Organization structure development
- Refining of Mission and Vision
- Hiring employees
- Staff training
- Fine-Tuning Your Team
- Establishing Operations Manuals

Lead Generation System

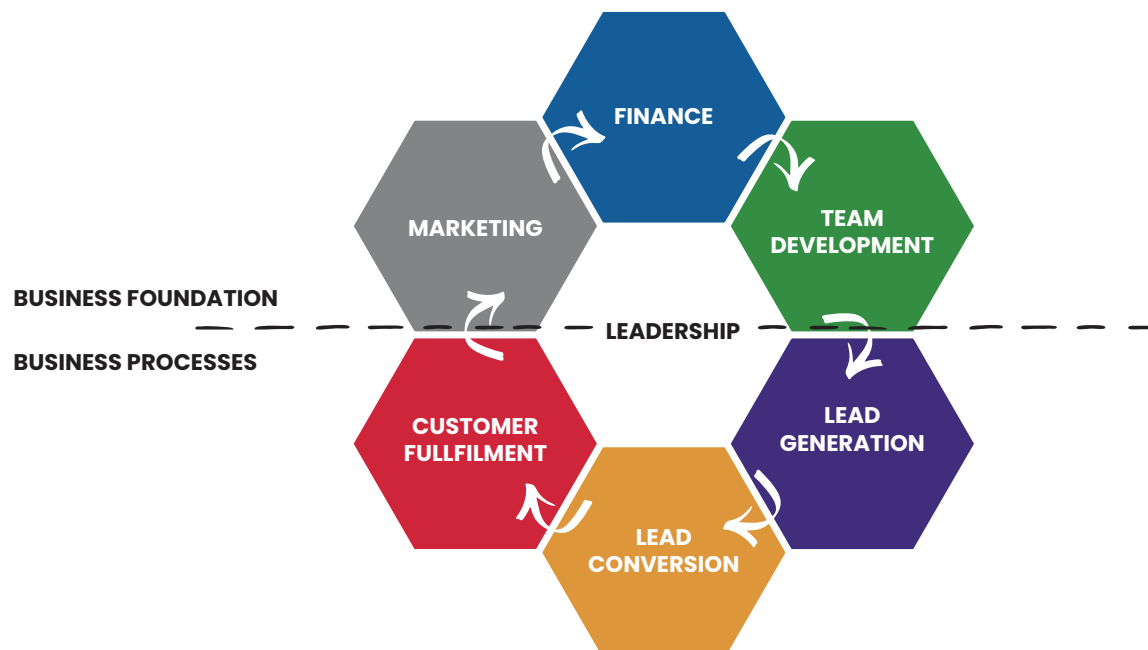
- Conducting initiatives such as copywriting, SEO, ERP Development, email marketing to name a few which are all intended to capture your target market.
- Application of Lead Generation Principles

Lead Conversion System

- Your Lead Conversion System
- The Process of Targeting Your Customer Base

Customer Fulfillment System

- Measurement and sustaining high business success rate
- Establishing a client fulfillment baseline
- Finding a better way to fulfill your clients



Building a Solid Culture of Leaderships



“Leadership is not about titles, positions or flowcharts. It is about one life influencing another.”

— John C. Maxwell

The most important component of an enterprise is you, the business leader. You will need to set goals, lead your team to reach those goals, and preside over a business that will be successful, sustainable, and adaptable to the ever-changing business environment. The common notion that “to do it right, one must do it yourself”, can’t be applied to all situations-much less in running a business that aspires to grow and be successful.

A solid culture of leadership starts with cultivating the essential skills to help you and your leadership team. Your leadership team needs to be able to focus their attention on where it is needed. This means being able to stay on top of your business rather than dwelling too much on a single favorite function. As you improve and solidify your culture of leadership you will learn to consolidate all the functions of your business by having improved your organizational skills.

Once you have these skills your leadership team is in a position to innovate and adapt to any adversity your business may have to go through. Last, but not least, is being able to communicate effectively across your organization to steer your team to the direction your leadership teams require.

New Application of Marketing Strategies in Today's Age

"Sell the problem you solve. Not the product
you make."

— *Unknown*

Now that you have organized the essential tools needed to develop the core of your organization, it is time to raise brand awareness. You can do so by correctly identifying your market and creating strong initiatives to increase your audience reach using familiar tools like video and graphic design through the best channels available. These allow you to capture your audience's attention and improve their memory retention of your brand by publishing eye-catching and impactful visual presentations.

The mission of the second system is for you to create a definite marketing plan by aligning your target audience and marketing efforts that effectively penetrate your market. Start by identifying who your most-probable audience is. This will serve as your benchmark so you can properly determine your goals and set up your approach. From here, you determine and conduct powerful tactics dedicated to advertise your business and communicate with your audience such as print and graphic design. Through the integration of this system, it will enable you to transcend the message of how you would like to be perceived and how you would like to proceed as a company.

Success and Growth Through Adept Financial Skills

“Finance without strategy is just numbers, and strategy without finance is just dreaming.”

— Emmanuel Faber
CEO Danone

A business, to aspire for growth and success, needs to have a financial system that is strong and flexible. First, is having a financial strategy to set everything right by maximizing the business's value and to keep the business consistently on the right path. Having a strong and flexible financial system is having the capability, in different ways, of generating funds, keeping track of these funds, maximizing cash flow, and preventing unnecessary debts.

- The techniques you must practice to balance your cash flow and build a high business credit score are already great ways to manage your finances.
- An impressive credit file partially means business loans and credit line applications are most likely to be approved which gives you extra budget for contingencies, investment, or expansion.
- Using the right tools and personnel to keep track of your funds. The aim of which is to prevent cash leaks and enable the business leaders to maximize cash flow.
- You gain the opportunity to look and widen your financial resources to assist you with your operations.
- Having a financial partner such as a bank who can readily give your business a loan with good payment terms.

All of these will be your tools to capture timely business opportunities and conduct investments to diversify your avenues in generating income that will propel your company towards success.

Building a Strong Team

“Teamwork is so important that it is virtually impossible for you to reach the heights of your capabilities or make the money that you want without becoming very good at it.”

— *Brian Tracy*

After covering and polishing some of the core units of the business, the workforce is next on the list. The Team System is structured to provide you with a strong team that can generate results that you expect at an efficient cost.

You can hire a team that can help you operate your business flawlessly once you have improved your financial status. It is highly recommended to take staffing seriously. This will help you balance your workload to achieve the best results once you have skilled people to work with you. At the end of the day, running a business properly can be done regardless if you are physically present or not.

The Team System is an in-depth guide on the process of hiring, training, and aligning your employees to your business goals. This can be done through staff training dedicated to inform your workforce about their rights as employees, roles as part of your organization, and amplify employee retention. It must be ensured that applicants are screened and evaluated carefully. This means that your staff should not only be skillful but should also share in your values and your vision of the company. Through proper implementation of the Team System, you allow your business to take on new roles, grab bigger responsibilities, and produce substantial improvements.

Prevent Lean Days Through Lead Mining

“Don’t build links. Build relationships.”

— Rand Fishkin




Though you have initiatives to promote your business and your team to assist you, remember that you are running and sustaining a business whose role is to provide you income. Your business will need an effective system to gain a wide reach and visibility to convert opportunities to leads. A strong Lead Generation system will cater to this need.

Lead Generation is structured to demonstrate effective ways supplemented by modern tools on how you can continuously fill your customer pipeline in such a way that will limit the downtime or lean days of your company. Even if you are running a seasonal product/service, in this program, you will still be able to perform through proven client acquisition practices.

Implementing the previous systems combined with 7 lead generation approaches-copywriting, SEO, Enterprise Resource Planning development, paid ads, video/graphic design, social media management, and email marketing all aim to not only draw in your clients but also to put order in your organization so that you can mine at the right places with the right approach.

Transform Your Leads Into a Financial Source



“Instead of wasting time cold calling a bunch of people who will NEVER buy your product, you need to find and perfect ways and means of attracting the people who WANT to buy your product before they call your competitors and buy from them instead.”

— Frank Rumbauskas Jr.
(from the Book “Never Cold Call Again”)

The Lead Conversion System is responsible for ensuring that the leads are transformed into a financial source. Always keep in mind that developing a good relationship with your customer should be a priority. Being able to send and deliver on a promise of catering to a need will help foster a mutually beneficial relationship between your business and your customers. Meaning this is the part of the whole process where you build your customer’s interests stronger and accomplish sales through:

1. Engaging your prospective customers
2. Highlighting your emotional message
3. Determining your customer’s needs
4. Providing a solution
5. And offering your product

This system outlines the principles of how you will transform your leads into a source of funds. By engaging in this system properly, you gain a better lead conversion percentage.

A woman with long dark hair, wearing a light blue apron over a white shirt, is smiling and looking up at a bouquet of red roses she is holding. She is in a flower shop, surrounded by various other flowers and greenery. The background is softly blurred, showing more floral arrangements and shop decor.

Convert Buyers Into Recurring Clients

“Do what you do so well that they will want to see it again and bring their friends.”

— Walt Disney

A business, to aspire for growth, means having to establish a strong relationship with its customers and consistently deliver on addressing their needs better than any other business can. Among the 7 systems, this is what the customers care most about. A client is a customer that comes back time after time. The aim is to have a customer fulfillment system that lets you have the power to create a customer experience that satisfies and delights. Successfully deliver your products and services to complete and gratify the desires of your clients by preparing in advance the things that should be closely monitored such as enhanced customer experience, payment options, logistics, and uninterrupted transaction flow to achieve customer fulfillment.

In this system, you will need to consider your business processes from operation to delivery. Delivering your business’s promise to your customers is one thing, but what your business needs to achieve in the long term is to keep delivering that promise in the long term.

Power up your growth and progress in business by converting buyers into recurring clients.

Our Solutions

At Office Huddle, we are committed to taking 'deeper dives' into how companies operate and then guide them through the road of growth and success. Through our extensive experience in providing growth solutions supported by the contributions of our partners and business coaches, we have successfully organized the core areas of businesses that must be addressed in order to reach its goals.

Entrepreneurship Training, Printing, Graphic Design, Business Coaching, Lead Generation, Sales Support, ERP Development, and Virtual Staffing are the products and services offered by the Office Huddle Team. These are services designed to help you boost your business's performance.

You will notice that these elements are among the key functions of a business. We are ready to impart with you the in-depth structure of all of our products and services to provide you a better understanding of how vital these elements are in business management and to help you achieve success.

The image displays a collection of eight service cards for Office Huddle, arranged in a grid-like fashion. Each card features a circular logo with a colored segment, a title, and a brief description of the service. The background is a blurred image of a person walking on a sidewalk.

- ENTREPRENEUR TRAINING**
LEARN HOW TO BUILD AND FINE TUNE THE CORE OF YOUR BUSINESS.
- PRINTING**
ENHANCE YOUR PROMOTIONAL TACTICS THROUGH EXCEPTIONAL PRINT MATERIALS.
- GRAPHIC DESIGN**
EMPOWER YOUR BUSINESS THROUGH IMPLEMENTATION OF CREATIVE VISUAL PRESENTATION.
- BUSINESS COACHING**
DEVELOP AND POLISH YOUR CORE AS A BUSINESS OWNER TO BE AN EFFECTIVE LEADER.
- LEAD GENERATION**
CREATE LIMITLESS INCOME GENERATION TO LIVE THE LIFE THAT YOU WANT.
- SALES SUPPORT**
STRATEGIZE AND CONVERT LEADS INTO YOUR PERSONAL FINANCIAL RESOURCE.
- ERP DEVELOPMENT**
CENTRALIZE ALL BUSINESS FUNCTIONS AND IMPROVE YOUR BUSINESS PROESSES BY 95%.
- VIRTUAL STAFFING**
COVER MORE RESPONSIBILITIES THROUGH HIRING THE BEST WORKFORCE.

What Happens Next?

Now that you have a good visual of the road map that every successful CEO adheres to, you can crack the code on how to build a better business. The key to cracking this code is to develop a winning culture. The winning culture can only be achieved by taking the time to learn, integrate, and improve these systems.

Hey, there is no need to fly solo! The key to seeing through to the end of the road to success is having help along the way to guide you. We are here to be at your full service to further grow your company and drive it towards the direction where your organization will have the winning culture and thrive.

If you are ready to optimize, innovate, and win in business, take a free assessment and we'll take care of the rest.



Acknowledgment

Our team in Office Huddle would like to extend a special “thank you” to Michael Gerber, the guru for small business development. Gerber is the author of the best-selling books E-Myth Mastery, E-Myth Revisited, Awakening the Entrepreneur Within, and many more. Office Huddle was born as a result of studying his work.