



*Using Systems to Grow and Scale
Your Business with Ease*

Welcome!



Elevation

VIRTUAL SOLUTIONS, LLC

I'm Beth Stefanech, Certified Online Business Manager (OBM), "Chaos Coordinator," and owner of Elevation Virtual Solutions in Lebanon, TN. I help fellow entrepreneurs wrangle in operational chaos through my strategic support in planning, systemization, process improvement and team building. Using the power of systems to create order out of chaos and saving business owners and their teams precious time, energy and brainpower are my favorite parts of being an OBM!

Today we'll discuss:

- What it means to systemize your business
- Why it's important to create systems in your business
- Tips on how you can get started away
- Resources to help you get started
- Resources for you to learn more if you'd like additional information
- Q & A

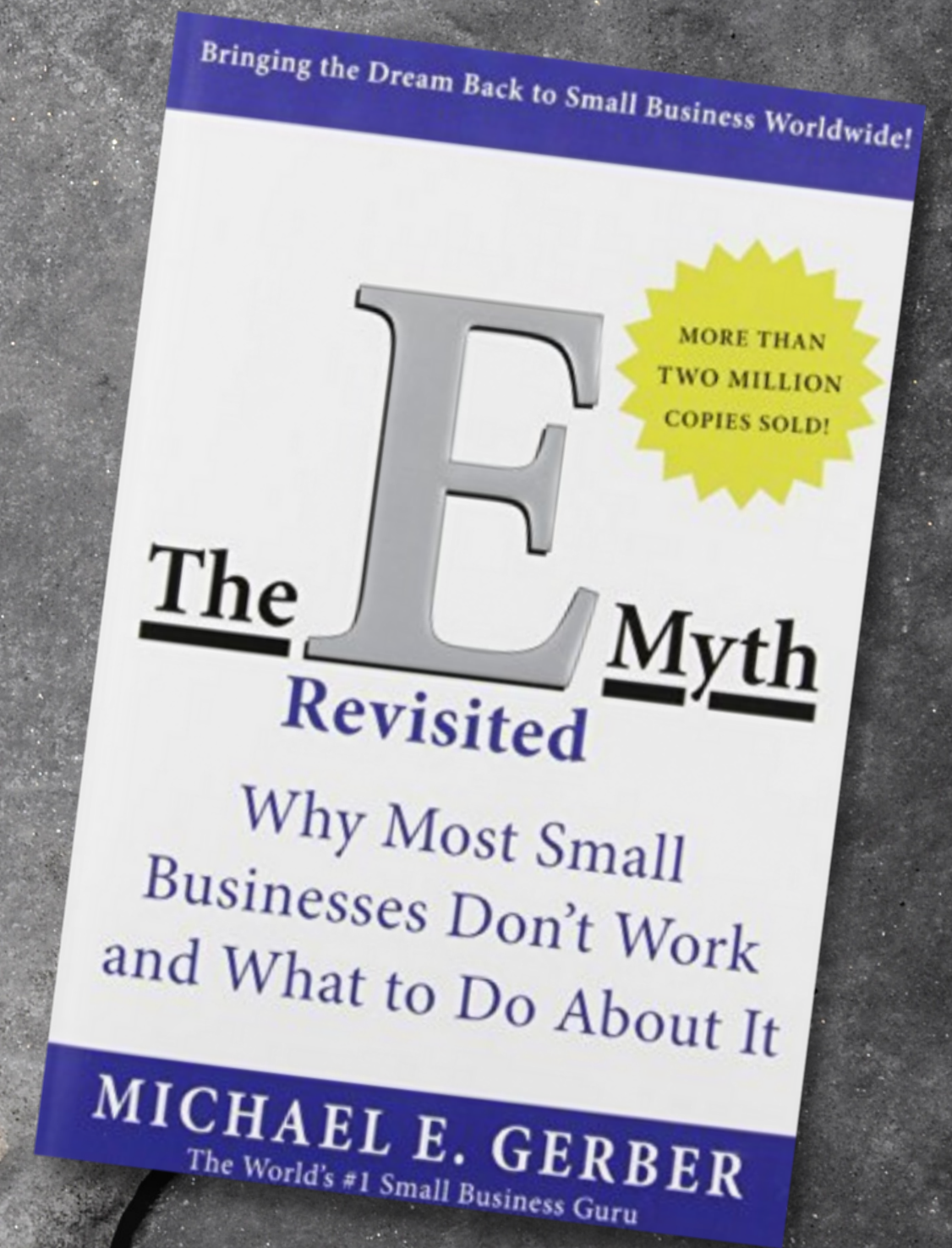
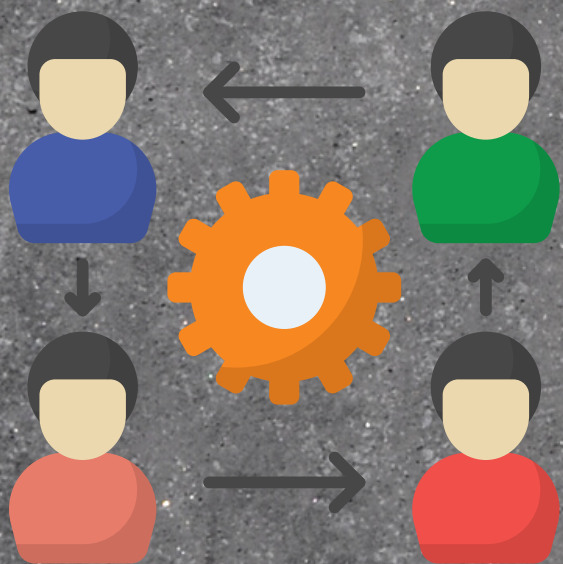


Systems Wisdom

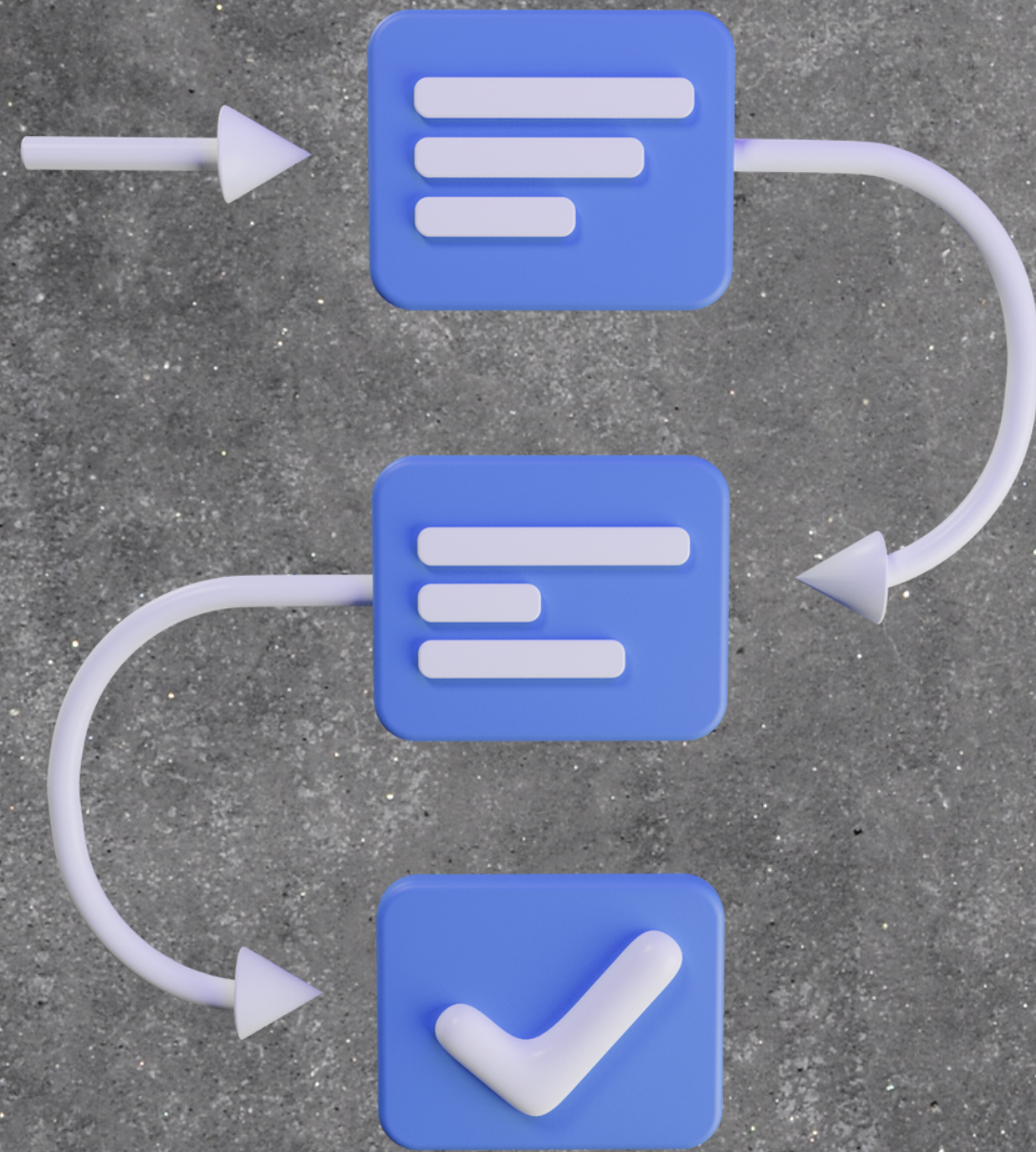
"The key to a successful business is not just about doing the work; it's about creating the systems that will enable you to do the work effectively and efficiently."

"The system runs the business and the people run the system."

~ Michael Gerber, Author of "The E-Myth: Revisited"



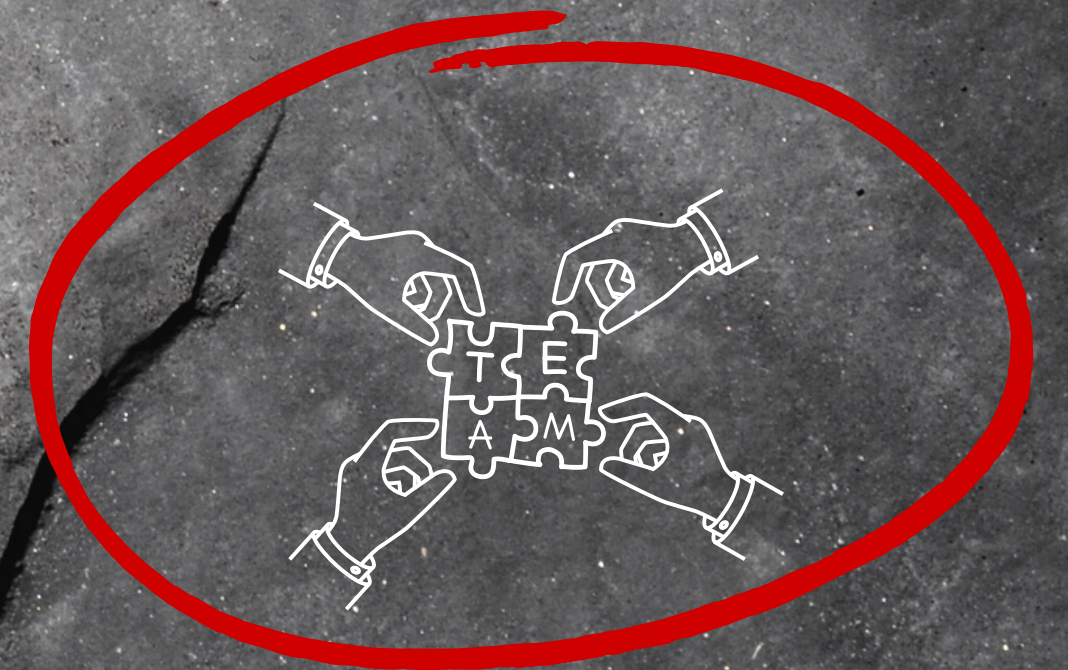
What exactly does systemizing your business mean?



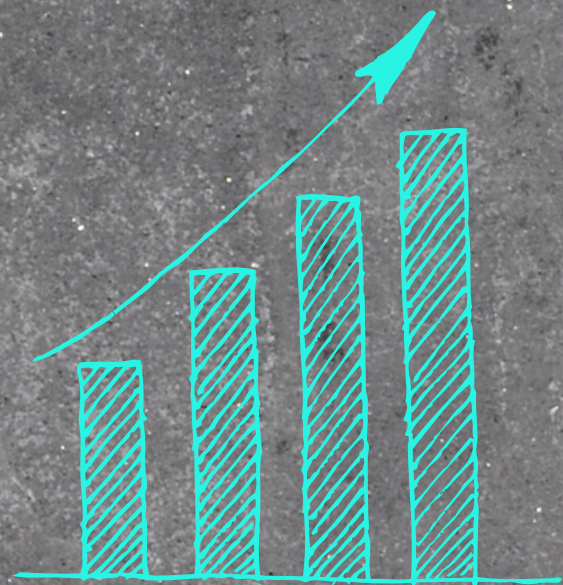
- Systematize/systemize = "to arrange in or according to a system; reduce to a system; make systematic"¹
- Systems = documented procedures (or sets of procedures) that outline exactly how we will perform certain tasks in order to achieve a predictable and specific outcome (think SOPs)
- In short, systemization = business process documentation. The primary objective is to extract knowledge out of your teams' heads and put it onto documents to guide how business activities are carried out.
- Business may have systems for: marketing, service/product delivery, hiring/onboarding, etc.

Why are systems so important?

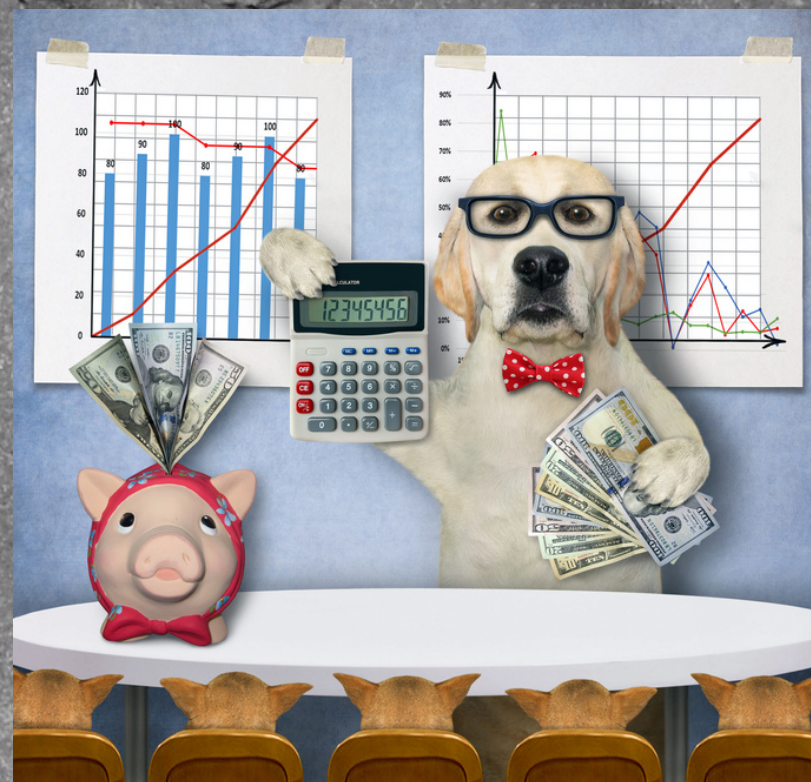
- Increased consistency in service/product = HIGHER CLIENT SATISFACTION
- Reduced training time and reduced decision fatigue² & burnout = INCREASED TEAM EFFICIENCY
- Increased confidence in their own performance & increased confidence in management = HIGHER TEAM SATISFACTION
- HIGHER TEAM ENGAGEMENT³ & RETENTION



Why are systems so important?



Provide a baseline for future improvements (automations, process changes/updates, etc.)



Great selling point for prospective buyers/investors



Eliminate sole-person dependency

How systems influence your entire business



**GROWTH
&
SCALING!**

Creating a Systems Culture

- Commit to focusing on the creation of a systems culture on your team
- Adopt a systems mindset
- Owner and senior leaders must set the tone for current and future team members
- Understand that this will be a long-term and continuous process
- Once processes are documented, create a schedule and plan for:
 - Reviews/updates/improvements of current procedures
 - Spot checks for team accountability
 - Annual review of master list to add any new or missing procedures



*Time to start
systemizing!*



Recommended Reading

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It
by Michael E. Gerber

SYSTEMology: Create time, reduce errors and scale your profits with proven business systems
by David Jenyns

Built to Sell: Creating a Business That Can Thrive Without You
by John Warrillow

The Checklist Manifesto: How to Get Things Right
by Atul Gawande



Recommended YouTube Channels

David Jenyns

Tamer Shahin / CEO

Entrepreneur



Q

&

A



A stylized graphic of the words "THANK YOU!" in a playful, hand-drawn font. The word "THANK" is in a dark purple color, and "YOU!" is in a light blue color. The text is surrounded by decorative elements like stars and dots, all contained within a light blue, cloud-like shape. The background of the entire image is a grayscale photograph of a mountain range with a prominent peak and some evergreen trees in the foreground.

THANK
YOU!

Feel free to email any questions
to beth@elevationvs.com.

I wish you **great success** in
your business!

Sources

1 - Dictionary.com, s.v. "Systematize." Accessed February 2, 2023. <https://www.dictionary.com/browse/systematize>.

2 - Lamothe, Cindy. "Decision Fatigue: What It Is and How to Avoid It." Healthline.com. Accessed February 5, 2023. <https://www.healthline.com/health/decision-fatigue>.

3 - "Axonify Finds No Improvement in Corporate Training in Second Annual State of Workplace Training Study." Axonify.com. Accessed February 20, 2023. <https://axonify.com/news/axonify-finds-no-improvement-corporate-training-second-annual-state-workplace-training-study/>

