

# The Effective Leader Knowledge System

## Part 1: Strategy

---

### Session 1-1: Purpose and Values

Have you asked yourself, “Why do I own my business?” This session reveals how your answer can become the backdrop for every decision made in your business. This session also shows you how your employees can solve problems just as you do when they understand your system of values. Lastly, you will identify your present strategy and see what is missing to make it many times more productive.

---

### Session 1-2: Research

Session 1-2 begins by identifying the most dangerous threat to the leader – the assumption. You then learn how to conduct industry, market, and competitive research to neutralize this threat before choosing a strategy.

---

### Session 1-3: Identifying Resources

Session 1-3 walks you through how to identify every available resource and learn which are needed to create and execute your company’s strategy.

---

### Session 1-4: Resources to Opportunities

Session 1-4 takes your resources from Session 1-3 and uses them to identify all of the opportunities they create for your company.

---

### Session 1-5: Target Market Analysis

Session 1-5 investigates your available market niche opportunities and shows you how to focus them for maximum opportunity and minimum dilution of your resources.

---

### Session 1-6: S.W.O.T. Analysis

Session 1-6 looks at the quadrants of your S.W.O.T matrix for the weaknesses and threats that must be considered when creating your strategy so you don’t play Russian roulette with your company’s future.

---

### Session 1-7: Drafting the Strategy

Session 1-7 provides a system for gathering all the information you will have produced so far and multiple strategies for your company will surface. The best strategy will rise to the top through a special rating method.

# The Effective Leader Knowledge System

## Part 2: Vision & Mission

---

### Session 2-1: Drafting Your Vision

Session 2-1 helps you take your values, purpose, and strategy that were identified in Part 1, adds to them your unique desires, and then helps you formulate a Vision that not only will light a fire in your belly, but will also attract the right people to make it a reality!

---

### Session 2-2: Drafting Your Mission

Session 2-2 takes your new Vision, blends it with the ambition you have for your company, and then helps you create a statement that tells everyone exactly what is required to make that vision possible.

## Part 3: Management

---

### Session 3-1: The Purpose of Your Business

Session 3-1 introduces the topic of Management by making sure you and all your managers know what a manager's top priority must be. With this knowledge you will have confidence that your managers will always know how to act in the best interests of the company.

---

### Session 3-2: Objectives, Goals and Action Plans

Session 3-2 shows you how to organize everyone to make sure they are acting in alignment with your company's Mission. Your people will then understand how their contributions make a difference and how everyone is held accountable for those contributions.

---

### Session 3-3: Problem Solving

Session 3-3 offers a method for solving problems when there is no easy solution in sight.

---

### Session 3-4: Decision Making

Session 3-4 provides a method for making tough decisions when there are multiple options available but there is no clear best decision.

---

### Session 3-5: The Organization Chart

Session 3-5 shows you how to use an organization chart when planning your company's sales and personnel growth over multiple years.

# The Effective Leader Knowledge System

---

## **Session 3-6: Recruiting and Hiring**

Session 3-6 gives you a system for recruiting and hiring that will improve the quality of the organization you build by decreasing employee turnover and increasing productivity.

## **Part 4: Finance**

---

### **Session 4-1: The P&L Format**

Session 4-1 introduces the topic of Finance and how to get the monthly reports you need so you can manage your company “by the numbers.” These reports will enable you to make superior decisions, better hold people accountable and manage with greater freedom.

### **Session 4-2: The Budget**

Session 4-2 will show you how to build a working Budget and how, by having one, you will make every future decision with increased accuracy and confidence.

### **Session 4-3: Budget vs. Actual**

Session 4-3 puts your Profit and Loss Report from Session 4-1 alongside your new Budget from Session 4-2 and shows you how to scrutinize where revenue opportunities were lost or gained and how expenses were controlled. The goal is for each new month to become more profitable and increasingly predictable.

### **Session 4-4: Cash Flow Forecasting**

Session 4-4 connects your Budget to your Cash Flow Forecast to give you an entirely new level of control. Every growth plan, new purchase, or new hire you put into your budget will reveal its impact on your Revenues, Profits, and Cash Flow.

### **Session 4-5: The Flash Report**

Session 4-5 offers you a new tool that allows you to see daily, or as often as you choose, how your company is performing. You will never again guess or have to wait to see your month-end financials to see if everyone’s performance is on track.

# The Effective Leader Knowledge System

## Part 5: Operations

---

### Session 5-1: The Quality Control Team

Session 5-1 describes the system that was responsible for building the largest and most successful company in the world. It has everyone in your company scrutinizing every inefficiency, every bottleneck, and every lost opportunity to build a more successful company.

---

### Session 5-2: The Flash Report

Session 5-2 gives your Operations manager a tool similar to what you received in Finance Session 4-5 (allows you to see your company's overall performance). Your Operations manager will receive a daily or weekly "report card" of his or her performance managing the company's operations.

---

### Session 5-3: Job Pricing

Session 5-3 gathers the information needed for you and your managers to produce the optimum pricing for your company's services. Instead of guessing or just copying the competition's prices, you will choose your prices with confidence.

---

### Session 5-4: Job Costing

Session 5-4 gives you the insight you need to know if you are hitting your margins on every offering you sell and every job you complete. This information will give you further confidence in your offerings and pricing so your month-end performance will never again be a surprise.

---

## Part 6: Marketing

---

### Session 6-1: Introduction to Marketing

Session 6-1 introduces you to the paradigm you must adopt to be an effective marketer. It gives you a tool to measure how effective your past marketing has been and also reveals why some of your offerings must be fed more marketing dollars and why some must be starved.

---

### Session 6-2: Choosing Your Activities

Session 6-2 develops a Marketing budget by showing you how to choose the exact activities you need and what you can afford to pay.

---

# The Effective Leader Knowledge System

---

## **Session 6-3: Finalizing Your Budget**

Session 6-3 takes your new Marketing budget from Session 6-2 and drops it into your company budget from Session 4-2. This enables you to see how your Sales, Profits, and Cash Flow will perform with the new Marketing budget.

---

## **Session 6-4: The Value of a Customer / Marketing Principles**

Session 6-4 gives you a tool to help you see the true value for each of your customers and how certain marketing decision might enhance their value. It then teaches you the principles for constructing effective marketing messages.

## **Part 7: Sales**

---

### **Session 7-1: Introduction to Sales Management**

Session 7-1 starts by making sure everyone knows what the primary job of your sales force is. It then has you consider what type of sales force you have and whether what you have (or what you are considering) is most efficient for your organization. Finally, it reveals how to know what results you can expect from each of your salespeople and how you can work with each of them to increase their results.

---

### **Session 7-2: The Sales Process**

Session 7-2 looks objectively at your company's sales process by assessing what it is now and then considering what a more efficient (and more profitable) sales process might look like.

---

### **Session 7-3: The Sales Manager**

Session 7-3 addresses how to know when you will need to hire a Sales Manager and how to go through a recruiting and hiring process that will attract the right one. You will benefit from this session even if you already have a Sales Manager!

---

### **Session 7-4: Sales Compensation**

Session 7-4 reveals six fundamental ways to compensate a sales force. It then helps you consider what your company can afford, the unique difficulties of your sales process, the results you need, the strategy you chose, and what closing skills are required. You are then able to choose the best plan.

# The Effective Leader Knowledge System

---

## **Session 7-5: Monitoring Sales Activity**

Session 7-5 ensures that all of the previous Sales sessions create the results you need. It helps you decide what to monitor, how to monitor it, how to create a reporting method, how to connect what it being monitored to your salespeople's goals, and then discusses the importance of recognizing salesperson achievements.