Organizational Strategy:

*A Bridge to the Future*

E-Myth Online Seminars
E-Myth Worldwide is the pioneer in business coaching and training, an icon for transformation since 1977. Drawing on the revolutionary principles of the best-selling book, *The E-Myth Revisited*, we provides a universal and comprehensive set of business tools and coaching services delivered via phone, web and events. We serve our clients by challenging the status quo and showing them how they can better manage and grow their business.

Our clients own their businesses.
We help them own their transformation.
E-Myth. Own it.
Organizational Strategy
Your Organizational Strategy:
A Bridge to the Future
Today’s Key Points

- **Organizational Strategy**: An essential component to achieving your vision and staying competitive
- **Functional and Results-based Organizational Chart**: The benefits of this approach
- **Results-based Management**: Shift everyone’s thinking from just getting work done to producing results
- **Get Yourself Out of the Box**: Using the organizational chart to support your growth strategy
Organizational Foundation

- Mission
- Strategic Objective
- Brand Promise
- Company Values

Organizational Strategy
- Structure
- Process
- Behavior
Elements of Organizational Strategy

- Strategic Objective
- Structure
- Process
- Behavior
- Brand Promise
- Company Values
The Organizational Chart (functionally based to support your Strategic Objective)

*No single system you create in your business will more powerfully represent the progress toward your Strategic Objectives than your company’s organizational chart.*

~ E-Myth Mastery
Process

Defined Procedures and system (designed to deliver on your Promise.)

Action Plans (Documented Systems)

Operations Manual (Authoritative Guide for “How We Do It Here”)
• Results Statements
• Position Agreements (a superior alternative to job descriptions)
Why is Organizational Chart Critical?

- Clarifies reporting relationships and how work is organized
- Provides clarity and stability for employees
- Brings order to the chaos from too much “organic” or unplanned growth
- Show employees growth opportunities
- Guides hiring decisions
- Creates a blueprint for the future and your Strategic Objective
The Seven Centers of Management Attention™

3 Essential Business Disciplines:
- Money
- Marketing
- Management

3 Essential Business Processes:
- Leadership
- Lead Generation
- Lead Conversion
- Client Fulfillment
Functional Chart

Administration (Office Manager)
- Director of First Impressions
- Facilities Coordinator
- Shipping and Receiving Associate

Finance Manager
- Accounts Payable Associate
- Accounts Receivable Associate
- Payroll & Benefits Administrator
Recognizing Cross Functional Roles

Smith, Locke & Jones CPA Firm

Managing Partner

- Partner, Audit Services: Steve
  - Audit Manager: Steve
    - Audit, Accountant I: Sarah
    - Audit, Accountant II: Steve
  - Auditor, Accountant I: Mark
    - Tax, Accountant I: Tax Manager
    - Tax, Accountant II: Contractor

- Partner, Tax Services: Joanna
  - Tax Manager: Joanna

- Director, Professional Practice: Steve
  - Client Services Manager: Joanna
  - Marketing & Events Coordinator: Beth
  - HR Administrator: Beth

Outsourced: Attorney
Creating Results Statements

<table>
<thead>
<tr>
<th>Overall Business Result Statement</th>
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</thead>
<tbody>
<tr>
<td><strong>Position:</strong></td>
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<tr>
<td>Position 1:</td>
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<td>Position 2:</td>
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<td>Position 3:</td>
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Results-Based Management

Shift your thinking:

From...what work do we need to get done?

To...what kinds of results do we want to achieve?!
From the Strategic Objective

Overall Business Result Statement

Company: Zappos.com

Overall Business Result: To be the web’s most popular and successful online retailer by providing quality products and delivering a legendary customer experience. To reach $900 million in sales revenue by FYE 2013.
Results Statements: Before and After

Director of Marketing
To oversee the development and implementation of all company marketing and sales programs.

Director of Marketing
To acquire long-term, quality clients for the company through the development and implementation of all company sales and marketing programs.
Results Statements: Before and After

**Salesperson**
To make sales presentations, follow up with interested prospects, close sales and complete sales reports.

**Salesperson**
To acquire long-term quality clients for the company by converting leads into sales through the execution of our orchestrated sales process.
Sample Results Statement

Position: Director of Sales

Result(s):

To help the company achieve its Strategic Objective by creating a dynamic sales process that enables the sales team to convert 70% of all sales leads into loyal, returning customers.
Sample Results Statement

**Position:** Director of First Impressions

**Result(s):**

To help the company achieve its strategic objective by making customers feel genuinely welcome, important and well taken care of which leads to customer retention, loyalty and referrals.
Organizational Strategy Cripplers

- Organizing work or positions around personalities or spreading work around based on who has some time to spare!
- Rewarding technicians with a title.
- Assigning responsibility without giving real authority.
Organizational Strategy: An essential component to achieving your vision and staying competitive

Functional and Results-based Organizational Chart: The benefits of this approach

Results-based Management: Shift everyone’s thinking from just getting work done to producing results

Get Yourself Out of the Box: Using the organizational chart to support your growth strategy
The E-Myth Mastery Program®

Request a free Business Consultation with an E-Myth Program Advisor

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Thank You!