

# The E-Myth<sup>®</sup> Point of View

## How you *think* about business is how you end up *doing* in business

*The E-Myth Point of View (POV) is a perspective, a way of thinking about yourself and your relationship to your business. By understanding and applying these core principles your business becomes an asset to support you in achieving the life you desire.*

### **Life.**

Your business should be created to serve your life, not the other way around. A business is more than just a job—or it should be. It's more than simply being self-employed or working for yourself. Your business should be a way to get more of what you want out of your life.

### **Leadership.**

Leadership is a core principle. The business is a reflection of its leader. If you want to improve your organization, a real leader will first improve themselves first. Through your consistent development as a leader, you will begin to see a much more healthy, inspired, committed organization. If you become a developed leader, your business will follow accordingly.

### **Ownership.**

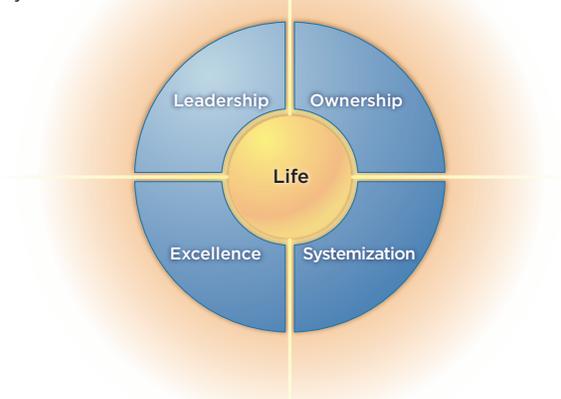
An owner takes full self-responsibility for the business organism they have created. They understand the business is a reflection of them and must remain apart from it by working *On* it rather than *In* it. An owner knows the *BUSINESS* is the true product and therefore takes on entrepreneurial risk, subsequent rewards and the choice to commit time, resources, energy and conviction to the process.

### **Systemization.**

Replicable processes are essential in creating an integrated business that sustains growth. The customer experience is the true product of any business. The proprietary *WAY* of doing business is how your business can distinguish itself from the competition. Without systems it is difficult for a business to maintain a quality, stability and scalability. Systems build the path to the creation of the Franchise Prototype.

### **Excellence.**

The foundation of Excellence is the Business Development Cycle: Innovation, Quantification and Orchestration. Innovation is the result of looking and finding a better way to do something and is supported by the creation of systems. Quantification is tracking results by putting numbers or gathering other evidence as to the impact made by business systems, and tracking their performance over time. Orchestration is the execution or re-execution of a system to support the innovation you want to make. This is the methodology for working *ON* your business rather than *IN* it.



## Challenge and change your existing perspectives and see the results

<http://www.e-myth.com/programs>

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