Transforming Frustrations Into Systems:

The Key Frustrations Process™
The E-Myth Point of View

• Over Two Million Sold.
• Translated into 29 Languages.
• Taught in 118 Universities.
• Voted the #1 business book by Inc. 500 CEOs.
• Ranked # 6 in the top 25 most influential management books by Time.
• BusinessWeek Long-Running Paperback Business Bestsellers.
• New York Times Top Ten Bestseller List of All Time.
• Wall Street Journal Bestseller.
• Listed in book “The 100 Best Business Books of All Time.”
Why Systems?

- To deliver **Your Brand Promise, On Time, Every Time**
- To Enable Company Growth and Expansion Without Chaos
- Supports Consistent Business Results
- Drives Innovation
- Creates Company Value
In the middle of difficulty lies opportunity.
~Albert Einstein
EVERY frustration or problem in our business is caused by the lack of an effective or missing system.

No, it's Monica's fault.
Common Reactions to Frustrations

- Anger
- Stress
- Anxiety
- Resentment
- Hostility
- Powerlessness
Fight or Flight Syndrome!

Stress hormone: **Cortisol**

Triggers **adrenaline**, which shuts down higher thinking centers of brain.
Key Frustrations Process™

☐ Step-by-step technique
☐ Identifies the true problem
☐ Targets underlying root cause
☐ Create a systems solution
The Key Frustrations Process™

- Teaches the skill of **systemic thinking**.
- Deals with immediate business frustrations and **eliminates their recurrence**.
- **Shifts toxic work environments** filled with blame.
- Creates a culture that sees **problems as opportunities**.
“Systems” in your Business

- Processes
- Routines
- Checklists
- Scripts
- Best Practices

- Policies
- Org. Chart
- Reports
- Meetings
- Trainings
The Key Frustrations Process Overview

1. State a single frustration.
2. Explore the contributions and restate it as a system-directed frustration.
3. Uncover the underlying condition.
4. Quantify the impact of the frustration.
5. Identify the generic system solution.
6. Assess your commitment to solving the problem.
7. Define the specific system solution.
8. Implement (test and refine) the system.
Key Frustrations Process™
Step 1:

Ask: “What frustrates or bothers me on a regular basis?”
Step 2: Classify the Primary Cause

Self Directed (It’s all my fault)
Step 2: Classify the Primary Cause

Outer Directed (It’s all your fault)
System Directed

I have NO SYSTEM!
Step 3: Determine the underlying business condition or root cause.

Systemic Thinking!
**Business Disciplines:** In these top three Centers, foundational/strategic “systems” must be put in place. Without these systems - that inform and validate the business strategies - the “Activities” of the business will be plagued with issues, frustrations, breakdowns. These systems are inward facing and directly impact the ability of managers to make sound decisions. They also impact the employee experience.

**Business Activities:** In the bottom three Centers, you find the operational/tactical “systems.” These are outward facing that directly touch customers. The majority of the frustrations and problems clients discuss are happening here, but the root cause is found in missing systems above.
Step 3: Investigation and Impact

- Why is this occurring?
- How long has this been going on?
- When does this occur?
- What is the impact?
- Who is impacted?
- How much time is lost?
- How much money is lost?
- What other areas of the business are impacted?
Key Frustration: “Not Enough Sales”

**Lead Generation:** This could mean the not enough leads coming in and/or the wrong people are being attracted to the business. Do they track where leads come from? What is the best lead source? Do they know?

**Lead Conversion:** Because the “wrong” people are coming and, therefore, impossible to convert. Or, the “value proposition” is off. How do you compare to your competitors? What about pricing? Messages? Channels? Does the sales process have quantifiable benchmarks? Does everybody follow the system?

**Client Fulfillment:** This could mean the promise has been broken and the customer experience is poor, therefore, your reputation is on the line; No referrals (passive or active) happen. Even worst, customers vote with their feet and talk negatively about the business.
Key Frustration: Not Enough Leads.

- Why do your customers choose you over your competition?
- Do you have a current analysis of your competition?
- Do you know why your customers choose you?
- Do you know how your customers feel about the experience they get at your business?
- How would you describe your target market?
- How does your target market think and make decisions?
- Have you ever tested different messages/offers to see what your customers respond more to?
**Step 4: Translate into System Solution**

**Frustration:**

I'm frustrated at the number of times I'm interrupted each day for information on pricing.

**Generic System Solution:**

We need to create a Pricing Formula Worksheet that our reps can easily plug in numbers and get a real-time estimate.
Step 5: Affirm Your Commitment

Prioritize systems development based on the impact to customers and the impact to business results. (Step 3)

Take action.
Step 6: Develop the System Solution
Step 7: Implement, Test, Refine
Key Frustrations Process Example

Meet Marcia
Follow-up Activity & Discussion

✓ Shift your perspective
✓ Adopt the KFP Process and use it
✓ Keep a Key Frustrations log (individual/department/company)
✓ Make a standing agenda item for staff meetings
✓ Start small
✓ Develop your business developing systems and eliminating frustrations once and for all
✓ Practice now with your Team Leader
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Thank You