



CEO ENTREPRENEUR

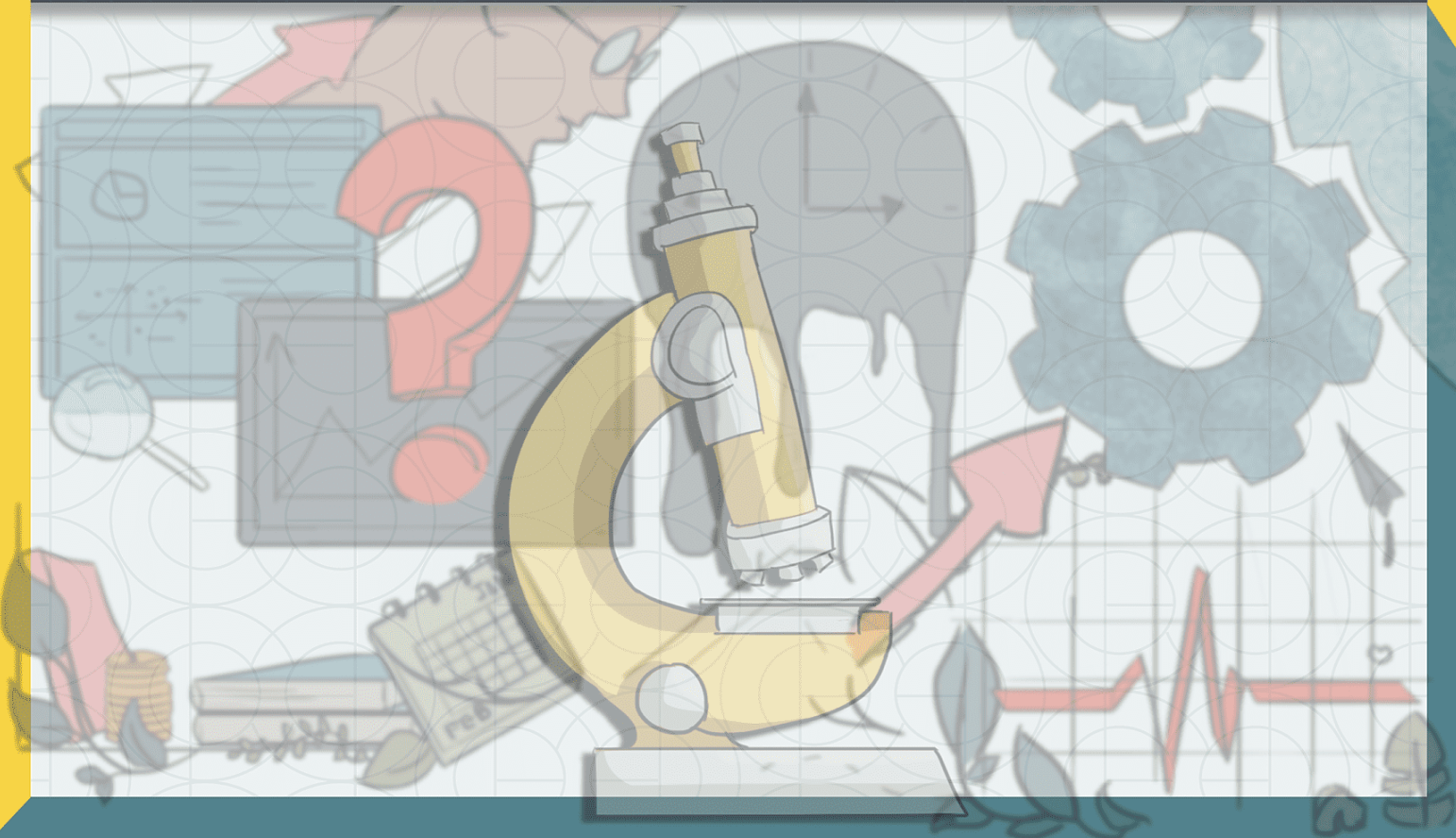
Inspiring business minds

BUSINESS HEALTH TRIAGE:

Prepared for: Jakub

(January 17, 2024 at 7:05:30 AM)

Result: Strategy



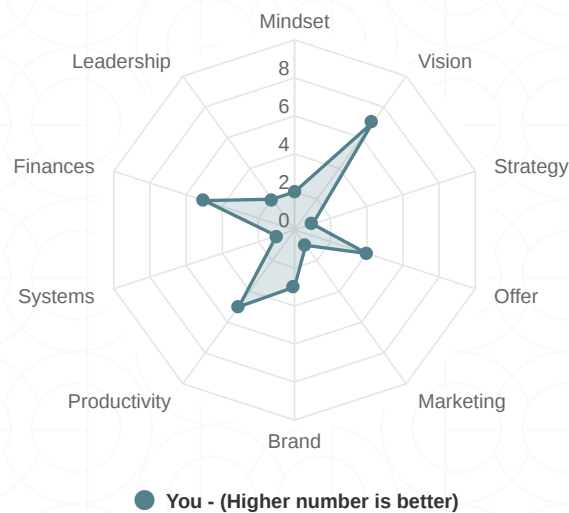


Searching For Your #1 Obstacle Is A Huge Step!

Well first of all Jakob, huge congrats are in order for taking this huge step! Trying to figure out what is holding us back from realising our goals and dreams is a massive step in the right direction, and one that most people do not take. So CONGRATS! Now, down to business...

Let's start with the good 😊

The diagram below shows how you are doing in different aspects of running your business.



Based on your answers in the Business Triage, **YOUR strongest TWO were:**

- **Purpose / Vision:** Having a solid vision for your business is a great starting point as it's not only useful to identify where you are heading, but articulating it clearly is a great way to attract both the right clients / customers as well as people who buy into your vision and join your team to help realise it. Keep revisiting this and make sure everything you do is aligned to realising it.
- **Productivity:** As this is one of your top two, this should not be your area of focus now. Having said that, just make sure you are spending time on the things that really matter that add value to your business.

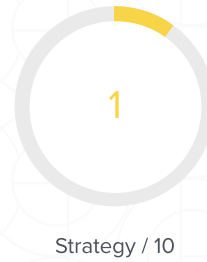
It's still vital for you continue to strengthen the areas where you are already relatively strong at in your business as well as make sure that everything you do in your business aligns with your overall business strategy.

On the next page, we will start unpacking your number 1 obstacle.



Your #1 Business Obstacle: **Strategy**

Here's the same figure from the last page but flipped the other way around to highlight the areas you need to work on:



Based on this, your priority focus right now in your business should be your **Strategy**.

You may not agree with this...

You may be thinking: *'That's not relevant to me. I needed some productivity hacks to free up more time'* or *'how do I get more clients'*. Don't worry. You're not alone!

It's extremely common for us entrepreneurs to focus on techniques and 'hacks' that attempt to fix our day to day short term problems, whilst losing oversight over the key building blocks that are needed to help long-term growth with minimum stress.

There are basic foundations that need to be put in place (in the right order) for any business to succeed. If they are not in place, then your metaphorical house will be hard to grow and can come crashing down without notice.

But this is exactly a key purpose of this exercise! Sometimes, the root cause or fundamental challenge that we are facing is not the one we think it is. It may also be the reason why certain challenges in the business do not seem to be improving.



Why Improving your Strategy is Important

Whatever you do, do not shrug your shoulders and see where your business takes you!

If you think you don't need to worry about strategy because you're a small business, *think again*. When it comes to creating a strategy for a business, **size doesn't matter**. It doesn't matter if you have a massive team, a small team, or you're riding the business waves solo. If you want to enjoy the sweet taste of success, your small business needs a strategy.

The shocking thing is that we constantly hear business owners and entrepreneurs say, "We don't need a strategy, we're only a small business, we know what we want to achieve". To which, our pushback is – "What's your plan?! HOW are you going to get there? What if things pan out differently to what you want to achieve?"

Crickets

You need to know where you are going and the only way to know where you're going is to plan your journey from the very beginning. Otherwise you'll just be shooting in the dark without a clear direction for you or for your team. And Strategy here *does not mean having a list of short, medium, and long term goals*. Strategy means understanding where you are heading, what obstacles may get in your way, and having a coherent and coordinated plan that will navigate you through those obstacles and get you to where you want to go.

What You Can Gain By Working On Your Strategy

A great strategy will be different for every business because you've got two main sides to consider:

- The customer you want to serve
- What you want to get out of your business

Articulating this early on will save you years of potential grief and provide alignment with all those that help you grow your business. Having a solid Strategy will help give you a coherent plan to get your business to your desired destination as well as align all those involved. It is one of your MAIN jobs as the CEO of your business, so it's kinda really super important to your business!





What You Stand To Lose By Not Having A Strategy

Businesses without a strategy are setting themselves up for disappointment and unfortunately, inevitable failure.

Without a strategy, you'll end up guessing and randomly trying things out, whilst other businesses with a strategy continue to take away your potential customers. You will also end up potentially wasting a lot of money and resources on things that don't matter as well as potentially hiring great people on paper, but sadly the wrong people for your business. You may hire someone that is important in the short term for your business, but then when they've done that thing, your business no longer needs them and vice versa.

Understanding where you are heading, where you are going to play, and how you will stand out will allow you to focus on what matters and invest in the right people at the right time. Otherwise, you will end up reorganising frequently and prioritizing the wrong things in the wrong order. e.g. you run Facebook ads way too early in the game that will cost you an arm and a leg and maybe your shirt.... ok enough with the metaphors! It's really important to have a strategy.



“ NO

STRATEGY,

NO

SUCCESS



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Super Quick but **SOO** Important: Goals vs Strategy

“How are goals and strategy different?” I hear you ask...

- Goals are what you set as your target of what you want to achieve, your outcome.
- Strategy is quite simply the set of choices you are going to make and the choices you are NOT going to make to get you there.





Activity

When creating a strategy, there are 3 steps you need to consider to plan effectively.

1. Diagnose The Challenge
2. Figure Out Your Approach
3. Get Your Action Plan Ready

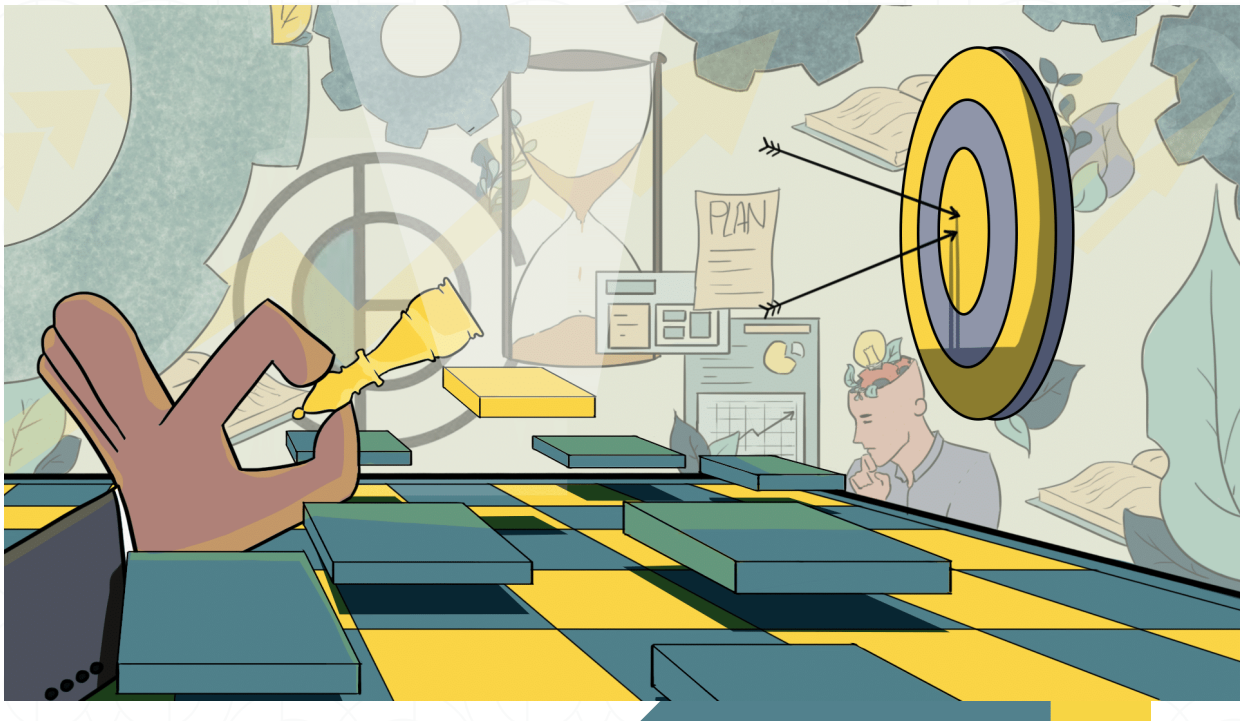
Start by asking yourself:

- What does success look like for you?
- What does success look like for your business (you can sell a business or pass it onto family - so the answer to this can be different to the question above).
- Is there a conflict between the two? (If so, try to align your business with what you'd like to accomplish)
- Where do you want your company to be in three years time? Write it out. Describe what it looks like.

Now Try to figure out:

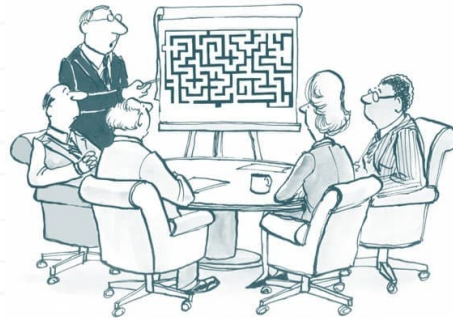
- What Challenges or obstacles may get in your way to achieving success?
- Why would these happen?
- How will you overcome them if they do happen?
- How are you going to stand out from the crowd?

Once you have figured these out, try to devise a coherent plan of action that will navigate you to your end destination. This should be a good start to developing your strategy.





Remember to Keep It **Simple!**



"What we've done is make it dramatically easier to navigate the corporate hierarchy."

This aim of this report is to identify what to fix **FIRST**. It doesn't necessarily mean that this is the only obstacle right now in your business. It means this is the **ONE** to **START** with. Keep things simple, pick one thing at a time to focus on (whilst still running other necessary things!). Once you get that one thing right, then move on to the next one.

It's all too easy to see someone else have a million and one products, services, social media channels, etc and try to replicate all these at once. That is not how you grow successfully and still keep your sanity. Trying to do many things at once early on is actually a great way to burn out. Please don't do that!

Being successful is not about getting things perfectly right all at once. It's about making simple and singular choices of what to do (and what not to do) and measure how you are doing as you go along and course correct if need be. If you try to do too many things at once, you won't know what's working and what's not and you won't be able to have enough bandwidth to optimise it so that it is consistent and repeatable.

This is one of the biggest tips for running a successful business from our years of failing and succeeding and growing businesses of all shapes and sizes. Over time you can add other things as you build a team or when you've fully optimised and automated a certain process. Running a business is about discipline and patience. Keep those in check and you're already well on your way to building an awesome business and life.

Good Luck!

Tamer Shahin



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(Shameless Plug!)

Making 6-Figures But Struggling To Take The Next Big Leap? The Firestarter Programme is a tailored 12-month programme that takes you from being a functional cog in your company – to leading your business and getting the lifestyle you've wanted all along!

It's designed to support and encourage business owners like yourself, to understand the roadblocks in their way, and light up their path to success.

We cover **Strategy** in a lot more depth, using our very own **Business Strategy Playbook™**, which walks you through the process step by step. But that's just the beginning.

With the Firestarter Programme, you can transform yourself from a small business owner to a 'CEO' for your business, who *thinks and acts strategically, builds and grows a team, automates processes, stays on top of their budget, and STOPS micromanaging.*

If you are interested to learn more about how to take your business to the next level and you'd like to apply and get on the wait-list, click on the button below for more details:

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