

The IBGR Network

Great Choice - You're Here, It's FREE, Let's Get Started

We are the number 1 International Business Radio Station for fast growth owners. IBGR uses the internet as its broadcast tower. Our FREE business radio broadcasts cover startups, growth, and exit solutions 24 X 7 and are heard in 135 countries and growing.

All the shows are based on a library of best practices for starting, growing, and exiting a business. Our hosts are subject matter experts and business owners. They focus on practical and proven tools. This is not a MBA program.

The current show is listed in [OnAir Today](#). Just click and let us support your efforts to take your business to the next level.

Don't miss our new mobile apps for [Android and iOS](#) - the real power of radio is listening to what you need to do while doing it!

The Exec Team

Volume ONE represents Season 2, Growth Stage I Shows. Stage I is when the owner has created a business and conducts due diligence prior to selling. The focus is to create clarity of what they are selling to whom and what is the best approach from a balanced scorecard perspective.

Volume TWO represents Season 2, Growth Stage II Shows. Stage II companies have opened their doors and are aggressively selling to prove the business idea. The focus is to achieve sufficient and predictable cash flow from a balanced scorecard perspective.

Volume THREE represents Season 2, Growth Stage III Shows. Stage III is when the company becomes financially viable and the owner understands its real market opportunities. The focus is on building the capacity to grow from a balanced scorecard perspective.

Volume FOUR represents Season 2, Growth Stage IV Shows. Stage IV is a period of rapid growth to achieve its full potential. The focus is on accelerated growth without destruction of working capital from a balanced scorecard perspective.

Volume FIVE represents Season 2, Growth Stage V Shows. Stage V is when the owner sells the company because it has achieved maximum value or reinvents it. The focus is on maximizing profitability for sale or funding future growth from a balanced scorecard perspective.

Volume SIX represents Season 2, Growth Stage V Shows. Stage VI is the reinvention of the business. The owner reviews the core elements of competitive advantage - the offer and how the business operates to build the foundation for exponential growth when looping back to Stage IV; the cycle repeats. The focus is on rethinking everything while maintaining brand from a balanced scorecard perspective.

VOLUME SIX - GROWTH STAGE VI

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INTRODUCTION

Welcome to our 6 Volume Series on business growth. Each Show Note is from the Season 2 Broadcast Schedule (July - September 2020) and is available on our website www.IBGR.Network; use the **NEW CHOICE FOR BUSINESS SEARCH** to access our Library of Best Practices. Additionally, you can gain access to the podcasts by [JOINING our Community of Commerce](#).

A brief primer on how the information is organized to make your search easier. Starting with the Balanced Score, it makes the business case that profit is a result from how well the owner builds and runs operations, customers, and people. Expressed as a math formula:

$$F = (O + C + P)E$$

This is how we organized our broadcast schedule during the work week:

- Monday is **F**inance day,
- Tuesday is **O**perations day,
- Wednesday is **C**ustomers day,
- Thursday is **P**eople day, and
- Friday is for **E**xecutive.

Our second method for organizing each day is by Stage of Growth - the same approach we used to build each of these volumes. We broadcast Globally in 4 Markets with 6 programming hours in each. The first block represents Growth Stage I, 2nd block is Growth Stage II, etc. For more information on your growth stage, go to [Grow With Us](#). This will help you decide which shows and podcasts are the most critical for you.

One last note. All the information in this User Guide and broadcasted over the IBGR Network is the property of GrowthWorx or the independent show host. Since we produced the information for your use, make it happen inside your company. However, none of this information is authorized for resale or commercial use (you selling our stuff) unless you receive written prior permission from the IP (Intellectual Property) Owner. Let's play nice and grow together.

On Air Hosts & Authors

North America

- William Eastman
- Donna Kunde
- Kasfia Rashid
- Raj Kapur
- Celia Powell
- Scott Geller
- Ellen McIlhenny
- RJ Lewis
- Ralph Peterson
- Angela Chaney
- Charles George
- David Wilson
- Brandon Souba
- Aaron Lee
- Tracie Hines-Lashley
- Angela Hooper-Menifield
- James Bryant
- Cedrick LaFleur
- Wendy Dickinson
- Jonathan Kennedy

Australasia

- Vicki Abraham
- Laura Bell
- Simone Douglas
- Richard Miller
- Ally Nitschke
- Sarita Johan
- Lisa Askwith
- Rick Carter
- David Floyd
- Russell Colbourne

South Asia

- Rashmeet Kaur
- Meena Mac
- Kamrul Hasan
- Prerona Roy
- Ajai Lal

Prime Meridian

- Teena Ogbugoh
- Jan Robberts
- Arthie Moore
- Sadika Kebbi

Chapter 1 FINANCIAL PERFORMANCE

Show A6.002 Analysis of STAGE V Performance

Introduction

New week, same perspective with greater conviction.

After being attentive to the weekend news about the continued arbitrary government response to COVID19, there is only one course for the business owner - ignore their word salad of concern and work around it.

Being passive and waiting for the right decision will put you out of business. There are only two 'people' who have that right - you and the customer.

IBGR is committed to your success and our programming is for legal aggression (OK, I'll make it nicer - assertiveness) to open, stay open, and be profitable.

Unlike the rest of society - we have your back.

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Objectives - The WHY

As a Business Owner I need to understand what happened from a financial perspective during our successful attempt to grow the business to its full potential (Stage IV).

Now that the decision has been made and implemented to sell or not sell the business (if you are reading this - we didn't sell), the issue is what investments do we need to Reinvent.

The second decision, and challenge, is how to make it happen. This is very different from anything encountered to date because the future

is being placed into the hands of a mixed (internal & external) project team to innovate and produce the future. Sounds like Mr. Toad's Wild Ride.

The Big Decisions:

1. The decision to reinvent, Why exactly did we NOT sell when top dollar was possible. Obviously there was a compelling end game envisioned during the decision process.
2. Retained earnings available for internal growth investment. How much of this can we self-finance, and how much should we?
3. Amount credit available. Don't know where you are but it is time to gain leverage from your success and stop financing everything from your pocket.
4. Sources of additional capital for growth. This choice is for larger purchases that are beyond normal financing and consider manufacturer financing or leasing.

What You Need to Know - The WHAT

Making the Decision on What to Reinvent.

- Giving your analysis in Stage V on Stage IV's success with maximizing Capacity, Margin, and reducing Fixed costs;
- What were the results of the Root Cause Analysis: the 5 M's - Methods, Manpower, Materials, Machines, and Management;
- How to make the decision on: which initiatives to engage in, which to pay for internal, which to seek outside funding.
- Shift the Analysis to Market Share, Market Penetration, margin per Product & Service Line, margin per Customer - anything being left on the table?

What You Need to Do - The HOW

Phase I: Capacity vs. Sales

1. Capacity (ability to produce more) or Sales (ability to sell more) - which has the greatest variance between what was possible and delivered in Stage V.
2. The rule of 25% - how much imbalance can you allow in the short term? Expand capacity by 25% over current sales and upgrade speed of capacity growth to match the selling cycle.
3. Based on #1 & #2, prioritize your list of what must happen for Capacity Improvements.

Phase 2: The Offer

1. Does our current Product and Service Lines need an upgrade to remain competitive?
2. Does our current Product and Service Lines need an upgrade to gain more market share?
3. Does our current Product and Service Lines not match what the customer would buy today or in the near future?
4. Does our current Product and Service Lines fail to compete against new offers from competitors?
5. Based on #1 - #4, prioritize your list of upgrades or new offers that must happen for greater market share and penetration.

Phase 3: The Decision

1. Compare the lists and indicate relationships between Capacity & Sales with Upgrade or New Offer.
2. Prioritize the list starting with the most critical - holding market share.
3. Estimate the funding requirements for each - fully funding each item to determine budget, then determine what can be done.

Show A6.003 STAGE VI Plan - Focus on Planned Investments

Introduction

Here we are in the last week of July and the first month of the 3rd Quarter is ending - how much closer are you to success?

If you have been with us all month, you know we have been railing against the politicians and bureaucrats for acting arbitrarily in response to the pandemic; and any illusion they are making data-based decisions should have been dispelled by now. This is not about a specific political party or group, it is about the arbitrary use of power at the expense of the most important global community - you.

People like us, *Living the Life*, employ 57% of the planet's population and yet are treated as the source of its problems. Not here, we celebrate the contribution you make to a better society and our focus is to improve your chances of success.

This week we continue the new programming structure. We use a Balanced Scorecard to format our weekday shows: Finance (Monday) = Operations (Tuesday) + Sales (Customers) + People (Employees) with Fridays dedicated to Owners. Look at the week this way - Monday through Thursday is working IN the Present, Friday is working ON the Future.

Also, we just built a new community, our version of a Chamber of Commerce. [Join Up](#) and gain access to our Hosts and access our library of best practices.

Have a great business week.

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Objectives - The WHY

Given we are still earlier in the Reinvention process, this task is the start of several reviews. The Reinvention will require looking at everything with very few sacred cows beyond its reach. The goal at this point in time is to a general idea of all what is going to happen internally with the management skeleton - the platform, impact on process maps, standard operating procedures, and equipment. And of course how all of this impacts your people resources.

Key Issues - Owner/Manager Perspective:

1. The reinventions core - is it about the offer, the process, or both?
2. If it's the offer = can you use existing processes and equipment or it must be new?
3. If it is the process = what are the benefits to the organization (quality, quantity, cost, time) & externally (features, quality, price)?
4. What can we use the current platform, equipment and people, what has to upgraded, what has to be replaced and with what?

What You Need to Know - The WHAT

- Improvements identified in the Stage V review that were not implemented;
- You are not just 'disrupting the market', you are disrupting yourself;
- The ability to upgrade your current platform to handle the new...Offer and/or Processes;
- What is the potential impact on current employees - how many might not make it through the reinvention - old timers and newcomers.

What You Need to Do - The HOW

1. What if the reinvention is based on a new offer - what will you provide to whom?
2. What if the reinvention is based on upgrading an existing offer - what will you provide to whom?
3. If you create a new offer - how will it be produced or delivered?
4. If you upgrade an existing offer - how will it be produced or delivered?
5. What is the impact on your platform - current or unused features?
6. What expertise or talent are you missing that needs to be hired?

Show A6.004 Review STAGE VI PLAN - Scenario Planning

Introduction

Good day and hope you are booking forward to a productive week. This week we are announcing our new community - The Community of Commerce for all insiders. Everyone who has [JOINED US](#) and become an inside we are moving off of the weebly web platform to a community site on Tribe.

This will provide an opportunity to share information, ask questions, and gain support for starting, growing, or exiting your business.

It is our version of the Chamber of Commerce - what it could have been instead of what it has become. This community has one goal - your success as a business owner to build generational wealth for your family. That growth will create more and better jobs in your local community.

It is a stand alone (outside the control of the arbitrary large providers) platform that provides entrepreneurs and business owners a space for the free and open exchange of ideas.

As a member of IBGR's Community of Commerce you can:

1. Follow other users including the OnAir Talent and Executive Team at the station.
2. Ask and answer questions about starting, growing, and exiting the business from our OnAir team and each other.
3. Follow any member of the Community to stay abreast of their latest business insights as well as building your own following.
4. Start discussions to stimulate input from other members of the Community.
5. Create and vote in Community polls.
6. Post and comment on posts and blogs.
7. Access and share content entrepreneurs and business owners can use.

We built this beyond the reach of the 'masters of the universe' so you can speak your mind.

Have a great business week.

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Objectives - The WHY

You are finally joining the Executive Ranks. Want to know where the C Suite (CEO, CFO, CIO, etc.) spend their time? Looking at a series of decision options and scenario planning each to determine the highest ROI at lowest risk. The most essential lesson to learn is most of your decisions are irreversible - meaning bad decisions lead to the company's demise.

Key Issues - Owner/Manager Perspective:

1. Planning tool - allows you look at various potential outcomes and the requirements for each.
2. Risk management tool - identifies key assumptions and tests it against real events.
3. Break even and failure tool - identifies the minimal level of success needed and potential failure risks.

What You Need to Know - The WHAT

- How to build a spreadsheet.
- Your Value Proposition & Business Model.
- Your yearly Business Strategy.
- The Assumptions and Knowns that the Business Strategy was based on.
 - [EPISODE A6.002 ANALYSIS OF STAGE V PERFORMANCE](#)
 - [EPISODE A6.003 REVIEW STAGE VI PLAN - FOCUS ON PLANNED INVESTMENTS - EQUIPMENT, PLATFORM, AND PEOPLE](#)

What You Need to Do - The HOW

1. Build a spreadsheet for each potential scenario.
2. Ensure your knowns (information that is verified) is isolated from the assumptions (unknowns with educated guesses or SWAG's).
3. Run the numbers for each scenario to identify potential ROI and Risks.
4. Identify how and whom is going to track the known information and update the spreadsheet
5. Identify how and who is going to track the assumptions and update the spreadsheet.
6. What mechanism will be used to advise of information updates to the spreadsheet.
7. Whenever information is updated - rerun the numbers for each scenario.

Show A6.005 Focus on Business Configuration

Introduction

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Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

I wish there was an easier answer to the question, but there isn't. Here is the deal - do you constrain the Reinvention Project to fit the existing business or do you start with a clean slate and figure out what happens to everything you have built?

Key Issues - Owner/Manager Perspective:

1. Does our Unique Offer fit the Reinvented business or do we make the Reinvented business fit our unique selling proposition or value proposition.
2. Do our Business Models fit the Reinvented business or do we make the Reinvented business fit our Business Models.
3. Is our organizational chart obsolete.

What You Need to Know - The WHAT

- [EPISODE C.001 YOUR UNIQUE OFFER](#)
- [EPISODE C.002 OPERATIONAL EXCELLENCE OR PRICE](#)
- [EPISODE C.003 PRODUCT LEADERSHIP OR QUALITY](#)
- [EPISODE C.004 CUSTOMER INTIMATE OR SERVICE](#)
- [EPISODE A.004 BUSINESS MODELS](#)

What You Need to Do - The HOW

1. Consider 2 Reinvention Projects: (1) constrained within the current business operation, or (2) total clean sheet and let the chips fall where they may.
2. if you go both routes, look for ways to reconcile, is it possible to make the clean sheet project fit within existing configuration.
3. Value Proposition = Business Model
4. Business Model = Core Competence
5. Core Competence = Offer

Show A6.006 Focus on Product & Service Offer

Introduction

Hope everyone is looking forward to a great week. We have a few announcements to make about growth of the IBGR Network.

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Second, with the addition of Gambia on Sunday, IBGR is now heard by entrepreneurs in 100 countries. That is 51% of all the countries on the planet.

Third, we have declared war on Covid19. That is not on the disease itself, just a worse variant of the flu. Our declaration is aimed at those politicians and bureaucrats that are making arbitrary, non-science based decisions on economic activity. People with no skin in the game, collecting checks from our taxes are deciding which business lives or dies. If you do your own research, a stark reality will become apparent - what is happening in your country is not based on science - it is based on power and control.

Put all of this together and we are your advocates against the forces of statism and command economies. We understand entrepreneurs are a different breed that don't live by the leave of others - why?

Because everyone at and associated with the station are entrepreneurs. We are building a network of ideas, insights, and tools that will help you navigate the pandemic and beyond.

[JOIN our Community and Let's Grow Together!](#)

Objectives - The WHY

The goal of this show is simple. You need to review the present offer and decide if a new or upgraded product or service is a candidate for the Reinvention Project.

Key Issues - Owner/Manager

1. Performance of Current Offer.
2. Rationale for Offer Performance.
3. identify Candidates for Termination & Replacement, and Upgrade.

What You Need to Know - The WHAT

- 2 Factors
 - Industry Growth
 - Market Share
- 4 Types of product & Service Offer
 - ? (Problem Child): High Industry Growth & Low Market Share needs to be closely monitored for marketing efforts;
 - Star: High Industry Growth & High Market Share now and in the near future;
 - Cash Cow: Low Industry Growth & High Market Share shows long term preference and loyal buyers;

- Dog: Low Industry Growth & Low Market Share means low customer preference and a candidate for upgrade or terminate.
- The Issues
 - Growing Market? What is the average growth rate over the last year and compare to the product or service;
 - Growth of Wallet. How much over the last year has the product or service increased its share of the customer's purchases - a measure of preference.

What You Need to Do - The HOW

Determine where each of your products and services are in the matrix.

1. First Test: what is the average growth rate in your industry, your customer's industries growth rate.
2. Second Test: how much share of the customer's budget does your offer have today, what was it a year ago, what trend would you predict.

Is the next move a hold, update, or removal?

3. Problem Child - what is not performing at least at the industry average? What has been our investment to date? Invest in more marketing - are we chasing bad money with good?
4. Star- why is it working? Is there anything we can do extend the run? Can we learn anything to transfer to other parts of our offer?
5. Cash Cow - what is the reason for the extended success - customer treatment or characteristics of the product or service? Given current industry projections and market share, what is the projected lifecycle of the offer?
6. Dog - what is the reason for declining success? Does this product or service need a refresh, upgrade, or is it time to terminate and replace?

Based on your analysis of the company's offer, what are the recommendations to the Reinvention Project for upgrades or replacements?

Show A6.007 Focus on Business Experience (COMPETENCIES)

Introduction

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[JOIN our community](#) and Let's Grow Together!

Objectives - The WHY

This is the final show on the criteria that impacts the decision on what to Reinvent and take the company to the next level. The focus here is simple - the company has built one or several core competences through its first growth cycle. This last of the tests or hurdles examines whether those competencies are part of the future, and if not, why not. Most Reinvention Projects take advantage of the existing competence by recasting it into the future. Only under the most extreme conditions would leave that legacy behind.

Key Issues - Owner/Manager Perspective:

1. What does the company do better than the competition?
2. How do we use that to enhance/improve the Reinvention Offer or Process?
3. Why is it dangerous to abandon the past and create new competence?

What You Need to Know - The WHAT

- Set of Skills unique to a function that makes the company unique (better);
- Set of Skills across functions that makes a company unique (better);
- The basis of new business development and reinvention to create or extend competitive advantage;
- Both Inside and Outside - how the company operates internally and how it operates externally;
- Short-term advantage is winning and retaining customers;

- Long-term is delivering a better offer faster at lower cost;
- One metric is the degree of vertical and horizontal alignment; employees with business objectives, processes with customers.

What You Need to Do - The HOW

1. Make how you conduct and use market intelligence a competitive advantage.
2. Make how you create and align the organization around time specific objectives a competitive advantage.
3. Make how you create and align the organization around customer goals a competitive advantage.
4. Make how you attract, select, train & develop, and compensate employees a competitive advantage.
5. Make how you produce the company's offer better, faster at lower internal cost a competitive advantage.

Show A6.008 Retained Earnings Dividend Payments to Owner

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JOIN our Community and Let's Grow Together!

Objectives - The WHY

Interesting conversation, how much to pay yourself in total and do you minimize personal compensation for Stage VI.

Key Issues - Owner perspective:

1. Can I afford to fairly compensate myself & reinvent the business?

What You Need to Know - The WHAT

- [EPISODE A6.002 ANALYSIS OF STAGE V PERFORMANCE](#)
- [EPISODE E5.005 IMPROVE PROFITABILITY FROM RETAINED EARNINGS INVESTMENTS](#)

What You Need to Do - The HOW

1. Status of Owner Compensation to Date
 1. Salary comparable to other owners?
 2. Actual vs Planned Compensation to Date
2. Status of Available Earnings for Reinvestment

1. Slicing the Pie
2. Reinvested Earnings Planned
3. Total Earnings Available
3. Reinvention Financial Forecast
 1. Reinvention Projections by Phase
4. Other Investments from Retained Earnings
 1. Anything else available?
5. Take Your Dividend?

Show A6.009 Retained Earnings Reinvestment in the Business Introduction

As of Monday morning we had Mozambique join the audience making it our 117th country, not bad for just our Second Season on the air. We currently have entrepreneurs and owners in 60% of the global business community tuning in daily - thank you and we are just getting started!

We have three more weeks of shows left - 009 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

There are several ways you can interact with the station and our OnAir Hosts:

- **Pulsating ?** on every page. It is a direct link to the Host and they will respond to your question during the show;
- Hit us up on **social media** - Facebook, Instagram, LinkedIn, and Twitter. Our handle is ibgrnetwork;
- JOIN our Community of Commerce and become an insider with direct access to our Hosts and support materials discussed on the show.

JOIN our Community and Let's Grow Together!

Objectives - The WHY

This sounds a little esoteric and is, but it is a powerful concept appropriate for any business owner at Stage VI. In fact if you are making the transition from owner to executive, this is one of several transformational experiences.

Key Issues - Owner/Manager Perspective:

1. Assuming reinvestment is the right decision - what is the best choice - Buy, rent, or Lease?

What You Need to Know - The WHAT

- Hurdle Rate: if the investment made where it has the highest rate of return, what must this investment equal or exceed?
- Payback Period: amount of time it will take to recover the costs for build, test, improve, release?
- Rate of Return: when the investment reaches full capacity, what does it return beyond the investment?
- Total Life Cycle Value: how long will the investment run before it is discontinued?

What You Need to Do - The HOW

1. The reason for the investment.
 1. Poor Assessment?
 2. Grow Rate?
2. ROI from Investment
 1. Sales divided by Investment = Turnover
 2. Earnings divided by sales = Earnings as Percent of sales
 3. Earnings as % of Sales X Turnover = ROI
3. Buy, Rent, or Lease?

1. Impact on Working Capital
2. Appreciating or Depreciating
3. Generates Revenue
4. Finance or Lease

Show A6.010 Retained Earnings Reinvested Outside the Company

Introduction

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JOIN our Community and Let's Grow Together!

Objectives - The WHY

Here is my disclaimer - I am not an Investment Specialist or certified to sell securities. I am talking to you s a Business Owner who has made this strategy work and will again with the radio station.

Today's show - Continue investing, stop investing, or bring the money back?

Key Issues - Owner Perspective:

1. Should we continue investing 25% externally?
2. Should we close out those accounts and use for the Reinvention Project?

What You Need to Know - The WHAT

- [EPISODE A6.008 RETAINED EARNINGS DIVIDEND PAYMENTS TO OWNER](#)
- [EPISODE A6.009 RETAINED EARNINGS REINVESTMENT IN THE BUSINESS](#)
- [EPISODE E6.008 UPDATE RETAINED EARNINGS DISTRIBUTION](#)

What You Need to Do - The HOW

1. Strategy for Selling the Business
 1. Appropriate compensation
 2. High level of business acumen.
 3. Demonstrates the true value of the business.
2. Strategy for Reinventing the Business.
 1. Excellent rate of return compared to bank financial instruments.
 2. Great way of 'hiding' money.
 3. Don't let short term issues destroy long term plans.

Show A6.011 Audit the Platform - Are We Ready to Roll It Out?

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Objectives - The WHY

The last real show of the season for Stage VI Finance. Our focus today is the remaining steps/issues that need attention before relaunching the company.

Just like the anticipation before starting aggressive marketing to achieve hockey stick growth in Stage IV, the same is happening now.

The difference between these 2 periods is simple - Stage IV was growing the business to its full potential given its current configuration Now we are looking at exponential growth because we have built a company that can handle it.

Key Issues - Owner/Manager Perspective:

1. New/upgraded offer tested & improved,
2. Marketing collateral (website, social media, handouts, etc.) representing the new company ready,
3. Budget forecast (funds available) for aggressive marketing campaign,
4. Able to sustain period of large outflows with small inflows of revenue, (in the forecast),
5. Plans for soft and hard launch dates

What You Need to Know - The WHAT

- [EPISODE E6.008 UPDATE RETAINED EARNINGS DISTRIBUTION](#)
- [EPISODE E6.004 IDENTIFICATION OF NEW CAPABILITIES, MARKETS, AND OFFER](#)

What You Need to Do - The HOW

1. New/upgraded offer has been tested, improved, and ready for general release.
2. Marketing collateral (website, social media, handouts, etc.) representing the new company and offer ready.
3. Budget forecast (funds available) for aggressive marketing campaigns completed and funds isolated.
4. Cash Flow is able to sustain a period of large outflows with small inflows of revenue based on the forecast.
5. Plans and budgets for soft and hard launch with dates ready for implementation.

Chapter 2 OPERATIONS

Show B6.002: Implementing STAGE VI Operations Plan

Introduction

New week, same perspective with greater conviction.

After being attentive to the weekend news about the continued arbitrary government response to COVID19, there is only one course for the business owner - ignore their word salad of concern and work around it.

Being passive and waiting for the right decision will put you out of business. There are only two 'people' who have that right - you and the customer.

IBGR is committed to your success and our programming is for legal aggression (OK, I'll make it nicer - assertiveness) to open, stay open, and be profitable.

Unlike the rest of society - we have your back.

Listen>Apply>Engage

Objectives - The WHY

Last of today's shows on Operations. As you can see it has been an accumulative process where each show laid the groundwork for the next stage. We will review previous shows that covered the topic and get your ready for next week when we start the process of building Agilean Project teams.

Key Issues

1. Understand the Sigmoid Curve or S Curve of business - sustaining momentum,
2. Update Value Proposition and Business Model,

3. Apply the principle of agilean to project plan,
4. Identify skill sets required on sprint teams

What You Need to Know - The WHAT

The S Curve

- Sustained Momentum
- Stagnation
- Obsolesce

Update Value Proposition or Unique Selling Proposition & Business Model

- [EPISODE C.001 YOUR UNIQUE OFFER](#)
- [EPISODE A.006 STRATEGY STARTS HERE](#)
- [EPISODE A.004 BUSINESS MODELS](#)

Agilean Projects & Skill Sets

- [EPISODE B4.002: INTEGRATING AGILE AND LEAN - AGILEAN TECHNIQUES FOR GROWTH](#)

What You Need to Do - The HOW

1. Start with the latest version of the Business or Strategic Plan. It serve as a basis for improvement.
2. Clearly define the change in the Processes.
3. Review the impact on your Value Proposition and Business Model.
4. Review the impact on your Target Markets and Perfect Customers.

Show B6.003 AGILE Project Management - Part 1 Chartering & Planning

Introduction

Here we are in the last week of July and the first month of the 3rd Quarter is ending - how much closer are you to success?

If you have been with us all month, you know we have been railing against the politicians and bureaucrats for acting arbitrarily in response to the pandemic; and any illusion they are making data-based decisions should have been dispelled by now. This is not about a specific political party or group, it is about the arbitrary use of power at the expense of the most important global community - you.

People like us, Living the Life, employ 57% of the planet's population and yet are treated as the source of its problems. Not here, we celebrate the contribution you make to a better society and our focus is to improve your chances of success.

This week we continue the new programming structure. We use a Balanced Scorecard to format our weekday shows: Finance (Monday) = Operations (Tuesday) + Sales (Customers) + People (Employees) with Fridays dedicated to Owners. Look at the week this way - Monday through Thursday is working IN the Present, Friday is working ON the Future.

Also, we just built a new community, our version of a Chamber of Commerce. [Join Up](#) and gain access to our Hosts and access our library of best practices.

Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

I get to reach back in my bag of tricks from the old days of building 'Change Teams' for turning around a business. Reinvention is different but has many similarities, the why is different but the how is the same: create cross-functional teams to arrive at innovation solutions for current or future demands.

Key Issues - Owner/Manager/Facilitator Perspective:

Team Type: Agile Innovation Teams

- Runs disciplined experiments to assess validity of new ideas and provide recommendation for implementation;
- Requires a pool of talent that can operate in a team environment;
- Major factor in success - team functioning.

What You Need to Know - The WHAT

Change Occurs at 3 levels

- Emotional: "Why Do I Want to Do This?"
- Intellectual: "Does This Make Sense?"
- Structural: "Is This Worth the Effort?"

What You Need to Do - The HOW

Rules for Chartering an Innovation Team

1. Vision for the Change
2. Reason for the Team
3. How this Team Supports the Business
4. 3 Key Results the Team Must Accomplish
5. Team Member Roles
6. Rules for Problem Solving & Decision Making
7. Rules for Dealing with Conflict
8. Time Demands for Team Members
9. Principles of Agile Projects and Sprints

Show B6.004 High Performing Development Teams

Introduction

Good day and hope you are booking forward to a productive week. This week we are announcing our new community - The Community of Commerce for all insiders. Everyone who has [JOINED US](#) and

become an inside we are moving off of the weebly web platform to a community site on Tribe.

This will provide an opportunity to share information, ask questions, and gain support for starting, growing, or exiting your business.

It is our version of the Chamber of Commerce - what it could have been instead of what it has become. This community has one goal - your success as a business owner to build generational wealth for your family. That growth will create more and better jobs in your local community.

It is a stand alone (outside the control of the arbitrary large providers) platform that provides entrepreneurs and business owners a space for the free and open exchange of ideas.

As a member of IBGR's Community of Commerce you can:

1. Follow other users including the OnAir Talent and Executive Team at the station.
2. Ask and answer questions about starting, growing, and exiting the business from our OnAir team and each other.
3. Follow any member of the Community to stay abreast of their latest business insights as well as building your own following.
4. Start discussions to stimulate input from other members of the Community.
5. Create and vote in Community polls.
6. Post and comment on posts and blogs.
7. Access and share content entrepreneurs and business owners can use.

We built this beyond the reach of the 'masters of the universe' so you can speak your mind.

Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

Time to stop talking and start doing. This show will overview how we have built teams. The critical mindset you need with groups is to go to slow at first so you can go fast later.

Key Issues - Owner/Manager Perspective:

- Invest early in relationships and structure.
- Teams are not naturally formed.
- Synergy is possible with the right people and facilitation.

What You Need to Know - The WHAT

- Group Dynamics
- Personal Profiles
- Agilean Projects

What You Need to Do - The HOW

1. Select Members
2. Formation & Orientation
3. Personal Profiles
4. Group Dynamics Training
5. Problem Solving and Decision Making Model
6. Characteristics & Roles of Agilean Projects
7. Project Briefing
8. Project Plan & Sprints
9. 1st Sprint
10. Huddle Reports
11. Debrief Sprint 1

Show B6.005 Agile Project Management - Part 2

Introduction

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Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

I have two objectives for today's show. First is to introduce Agile as a project management tool, and second how to use it specifically for a Reinvention effort.

Also, our approach to agile is a mix of agile and lean, Agilean.

Key Issues - Owner/Manager Perspective:

1. What are the cycles, steps, and tools of Agile Project Management
2. Why is it the right choice for Reinvention effort.
3. How do I use Agilean to ensure my company's future.

What You Need to Know - The WHAT Agile Cycle

- Planning
- Designing
- Execution
- Testing
- Deployment or Release

What You Need to Do - The HOW

1. Creation of a Project Backlog (what are the objectives of the project)
2. Creation of Sprint Tasks (list of tasks to be completed during the sprints)
3. Project Planning Meeting (create Road Map for project & focus of Sprints)

Show B6.006 Agile Project Management - Part 3

Introduction

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Second, with the addition of Gambia on Sunday, IBGR is now heard by entrepreneurs in 100 countries. That is 51% of all the countries on the planet.

Third, we have declared war on Covid19. That is not on the disease itself, just a worse variant of the flu. Our declaration is aimed at those politicians and bureaucrats that are making arbitrary, non-science based decisions on economic activity. People with no skin in the game, collecting checks from our taxes are deciding which business lives or dies. If you do your own research, a stark reality will become apparent - what is happening in your country is not based on science - it is based on power and control.

Put all of this together and we are your advocates against the forces of statism and command economies. We understand entrepreneurs are a different breed that don't live by the leave of others - why?

Because everyone at and associated with the station are entrepreneurs. We are building a network of ideas, insights, and tools that will help you navigate the pandemic and beyond.

JOIN our community and Let's Grow Together!

Objectives - The WHY

Last week we covered the Agile Cycle which provided the basis for building the plan. Today's show will take the plan to the next level of detail with building a plan and especially a road map that everybody can follow. Given the nature of an Agile Project in a small business, you will be swapping out resources at every Sprint so it is imperative there is a clear road map for people to understand their part.

Key Issues - Owner/Manager

1. Creating a Project Plan
2. Creating Road Maps
3. Creating Backlogs and Sprint Tasks
4. Creating Sprint Plans

What You Need to Know - The WHAT

- Traditional Project Planning is the Waterfall Approach - everything cascades down to an end product;
- Agile Project Planning is more like an Onion, you have to peel it down to the core;
- The Agile Cycle - [EPISODE B6.005 AGILE PROJECT MANAGEMENT - PART 2 THE AGILE CYCLE.](#)
 - Planning
 - Designing
 - Execution
 - Testing

- Deployment or Release

What You Need to Do - The HOW

1. Goals are the customer's, objectives are the team's - what is the big picture (goal) then break it into required activities (objectives).
2. Avoid details until the latest possible moment - focus on estimating time and topics.
3. Based on the topics break everything down into the smallest pieces possible - the Sprints.
4. Create a Road Map of how the project will evolve over time - what question/problem/issue is each Sprint solving.
5. Sprint Planning based on the Agile Cycle - include resource requirements.

Show B6.007 Agile Project Management - Part 4

Introduction

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Objectives - The WHY

Although the topic is agile and Stage VI Reinvention, the reality is this approach is universal and should be used where applicable. It works well with a change of shift where the incoming are briefed by the outgoing. The only situation I would not use this is a cross-functional staff meeting where the topics require more than 15-20 minutes.

Key Issues - Owner/Manager Perspective

1. How to deal with work assignments where the outcome is unknown.
2. How to keep multiple projects on track using shared resources.
3. Creating real-time obstacle identification for immediate removal.

What You Need to Know - The WHAT

- Align (at the start): ensures all energy is directed at a single vector, the same direction to gain a multiplier effect from collective work;
- Calibrate (during work in progress): ensures each members understands the status of accomplishments from the other members to ensure interrelated work is complete in the timebox as specified;
- Improve (at the end): ensure the lessons learned are applied to the next sprint or project.

What You Need to Do - The HOW

1. Every 24 hours ACI - increase the velocity and expansion of information.
2. Meeting Cadence - a physical stand-up for 15 minutes every 24 work hours.
3. The Huddle Leader is Key - everybody on the same page with the same sense or urgency.
4. Asking the 3 Key Questions:
 1. "what did you accomplish yesterday (and is it posted)?"
 2. "what are you going to accomplish today?"
 3. "what are you going to accomplish tomorrow?"
 4. identification of obstacles to be removed
5. Sprints are flexible, project steps are not - call the right play that day.
6. Everything is posted - manage visually
7. Weekly Roll-Up Meeting to take the longer view. Changes made at the daily huddles are minor course corrections, the Roll-Up focuses on the accumulated deviations on the overall project.

Show B6.008 Agile Project Management - Part 5

Introduction

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Objectives - The WHY

This is all about crafting the message. Given the success you had in getting to Stage VI, you will receive the benefit of the doubt making change easier. In their mind you are on top of what it takes to grow the company and this will work like everything else to date.

However don't let this make you lazy, you still have to sell the change so don't assume anything. Sell this like the crowd is hostile and you will be successful. Once it starts and the employees are involved, the enthusiasm will become contagious.

Key Issues - Owner/Manager Perspective:

1. Announce the Burning Platform,
2. Clear vision for process and results,
3. Announce the guiding and core teams,
4. Layout the project plan,
5. Long term impact on the business

What You Need to Know - The WHAT

- [EPISODE E6.007 PREPARING THE COMPANY FOR CHANGE](#)

What You Need to Do - The HOW

Craft a message why the company's past success means the need to rethink the business.

1. "We did a great job proving the business idea and the results speak for itself."
2. "This next challenge is different - we have to discover the next move rather than just execute."
3. "We have adopted the principles of Agile and using this approach to build the future in small sprints."
4. "This next evolution is not a mere doubling our revenue or profit, our next move will grow the company exponentially and make us the dominant player in our market"
5. "I am going to be actively involved in this evolution and so will you. I will be a member of a Guiding Team that will provide the group guidance and remove obstacles"

6. "Each of you can expect to be part of the evolution as well by being asked to join a Core team - the group that will actually do the research, provide recommendations, and implement the future."
7. "We will take the next quarter, the next 3 months and break the evolution into 3 Phases - Discovery in month 1, Build in month 2, and Implementation in month 3"
8. "We expect that every change from the evolution will be fully operational by month 4 and in 6 months we will expand our offer into new markets bringing in new customers."

Show B6.009 Increasing Market Share - Existing Accounts

Introduction

As of Monday morning we had Mozambique join the audience making it our 117th country, not bad for just our Second Season on the air. We currently have entrepreneurs and owners in 60% of the global business community tuning in daily - thank you and we are just getting started!

We have three more weeks of shows left - 009 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

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Objectives - The WHY

Fun time! As we prepare for the launch of our Reinvented Offer, it is time to start planning its introduction starting with (1) the customer helping on the project, then (2) current customers with the best match.

We are looking for a quick and successful Soft Launch with these 2 groups, then expand to adjacent markets - next week's show.

Key Issues - Owner/Manager Perspective:

1. Increase our share of wallet by impacting frequency, purchase size, and items purchased.
2. Selling existing products and services not part of their current purchases.
3. Bundling products and services to create a new offer.
4. Selling new products and services in the most favorable market.

What You Need to Know - The WHAT

4 Quadrant Marketing Model

- Current Offer to Current Customers - focus on increasing frequency and size of purchase, increase share of wallet;
- Current Offer to New Customers - moving into adjacent markets, selling to customers with the same profile as your best accounts;

- New Offer to Current Customers - build on the relationship to gain early sales to use for selling to new customers;
- New offer to New Customers - highest risk, most difficult to achieve.

What You Need to Do - The HOW

1. Review the QFD (Quality Function Deployment or the tech sheet you use to determine what technical specifications were needed to provide the features customers wanted).
2. Review your customers 'buying persona' looking for matches between QFD specifications and your best customers.
3. Develop a story for why the materials were developed and how it will affect the reasons they would buy it - first draft of future marketing collateral.
4. Plan and implement a Soft Launch with the targeted accounts, perhaps a initial discount in return for more in depth feedback and use for testimonials.
5. Improve the new offer as appropriate.
6. Plan for the Hard Launch and build Marketing Collateral.

Show B6.010 Increasing Marketing Penetration - Adjacent Markets

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Objectives - The WHY

Since we are in Stage VI, today's focus is on how big of a market is there for the new/upgraded offer. You will obviously start with the current customer base first but at some point that will be exhausted and you new opportunities that have a low barrier of entry.

Key Issues - Owner/Manager Perspective:

1. What is the total available market for our new/upgraded offer?
2. What are similarities and differences between existing customers and those in adjacent markets?
3. What modifications, if any, do I have to make to sell into the new markets?

What You Need to Know - The WHAT

- [EPISODE C6.005 INVESTIGATE AND IDENTIFY OPPORTUNITIES IN NEW MARKETS](#)
- [EPISODE E4.004 FOCUS ON MONOPOLIZING TARGETED NICHES](#)

What You Need to Do - The HOW

1. Examine the similarities and differences between existing and adjacent markets:
 1. Your Product and/or Service Offer
 2. How the Application works
 3. How it impacts the Customer - competitive advantage or lifestyle
2. Determine if your current approach to marketing & sales will work in this market.
3. What obstacles will you encounter in the adjacent market that is different from current markets?
4. Build the case - what is your story or narrative to explain entrance into this market - the basis of your marketing collateral and campaigns.
5. Right Team? How should you configure the marketing and sales teams? Same as before or create special groups until your offer is accepted and selling?

Show B6.011 What happens When We Complete the Loop - Back to Stage III?

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Objectives - The WHY

What makes this show different from the previous (B5.011) is the emphasis on non-core, the back office. At this point you need to view the company like a server farm where more customers means nothing more than adding another server and perhaps expanding bandwidth. Other than that the software doesn't care how many users it has if the equipment can handle the load.

That is where you are when briefing entering Stage III as a final check, a respite to get everything right for a Soft Launch and then make the final changes for Hard Launch.

Grab onto something and get ready for heavy rolls - this storm will be even more exciting than the last.

Key Issues - Owner/Manager Perspective:

1. the new Profit Plan focuses on marketing, sales, and making/delivering the new offer,
2. the brief time in Stage III - is the back office ready for the new demand?,
3. upgrade all remaining systems and processes to handle exponential growth

What You Need to Do - The HOW

1. Create Tactical (Implementation) Section for Stage III - Performance Plan
 1. Upgrade, Overhaul, or Redesign core and non-core processes to support new offer - based on reengineering issues.
2. Create Tactical (Implementation) Section for Stage IV - Profit Plan
 1. Finance: Velocity of Cash
 2. Operations: Scheduling, Efficiency, Waste
 3. Customers: More Perfect Customers, Balance between new and Existing Customer Sales
 4. People: Productivity & Performance
 5. You (Executive): Create & Execute Profit Plan for Exponential Growth

Chapter 3 CUSTOMERS

Show C6.002 Select Markets for Reinvention Projects

Introduction

New week, same perspective with greater conviction.

After being attentive to the weekend news about the continued arbitrary government response to COVID19, there is only one course for the business owner - ignore their word salad of concern and work around it.

Being passive and waiting for the right decision will put you out of business. There are only two 'people' who have that right - you and the customer.

IBGR is committed to your success and our programming is for legal aggression (OK, I'll make it nicer - assertiveness) to open, stay open, and be profitable.

Unlike the rest of society - we have your back.

Listen>Apply>Engage

Objectives - The WHY

The prework you perform now is more important than any to date. Your decisions and therefore mistakes are fatal. If you fail to focus on the right interventions or the right markets, your reinvestment in the firm could put you out of business. Take your time and get this right.

Key Issues - Owner/Facilitator Perspective:

1. Working large to small - market with greatest growth potential for reinvention,

2. Markets with greatest ability to microsegment and create monopolies,
3. List of current accounts for collaboration,
4. Nonaccounts with potential for collaboration

What You Need to Know - The WHAT

Here you need to revisit all of your marketing research conducted in Stage I when conducting due diligence. If you did the research by buying articles, it might be time to subscribe to create an ongoing Market Intel function run out of the Executive's office. If you are at Stage VI - this is why you're being paid the big bucks.

You should be Monitoring the following information to understand how it will affect customer's buying decisions and competitor response::

- Regulatory changes, this includes taxes, in the areas you operate, sell to, or intend to enter;
- Economic trends in the areas you operate, sell to, or intend to enter;
- Scientific/Technical advances that affects your industry and customers; and
- Zeitgeist trends that affect how the herd and contrarians are going to respond.

What You Need to Do - The HOW

1. Working large to small - which markets do you currently service with greatest growth potential for the reinvention offer?
2. Working large to small - which markets do you not service with greatest growth potential for the reinvention offer?
3. Which markets have the greatest potential to micro-segment and create monopolies? You are looking for natural groups

(unmet or under met needs) for subdivision, and areas without significant competition.

4. List of current accounts for collaboration. Who would be interested in collaborating to help you develop X and what is in it for them?
5. Nonaccounts with potential for collaboration. Who would be interested in collaborating to help you develop X and what is in it for them?

Show C6.003 Products & Services for Reinvention Projects

Introduction

Here we are in the last week of July and the first month of the 3rd Quarter is ending - how much closer are you to success?

If you have been with us all month, you know we have been railing against the politicians and bureaucrats for acting arbitrarily in response to the pandemic; and any illusion they are making data-based decisions should have been dispelled by now. This is not about a specific political party or group, it is about the arbitrary use of power at the expense of the most important global community - you.

People like us, Living the Life, employ 57% of the planet's population and yet are treated as the source of its problems. Not here, we celebrate the contribution you make to a better society and our focus is to improve your chances of success.

This week we continue the new programming structure. We use a Balanced Scorecard to format our weekday shows: Finance (Monday) = Operations (Tuesday) + Sales (Customers) + People (Employees) with Fridays dedicated to Owners. Look at the week this way - Monday through Thursday is working IN the Present, Friday is working ON the Future.

Also, we just built a new community, our version of a Chamber of Commerce. [Join Up](#) and gain access to our Hosts and access our library of best practices.

Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

I will start with a disclaimer - we are only starting the process of making a decision. In the early stages of Reinvention it is the Owners role to narrow the field down based on the following techniques. Once the list is narrowed to a few high probability winners, the results will serve as the basis for starting an agile team.

Key Issues - Owner/Customer Perspective:

1. Manufacturability - how easy to produce and quick to market?
2. Cost of development & production - what investment is required?
3. List of potential projects - market penetration, revenue and margin generation, expansion of markets.

What You Need to Know - The WHAT

The following issues that will help make the field of options smaller:

1. Performance below expectations - revenue and margin.
2. Performance below client expectations.
3. Based on technology that is obsolete.
4. Competitor's offer reduces or removes its market advantages.

What You Need to Do - The HOW

1. Target Customers for the New offer.
2. Target Markets for the New Offer.
3. List of Potential Products/Services to Develop.

4. QFD (Quality Function Deployment) the options to determine best choice:
 1. Vx of Customer WHAT List
 2. Design Characteristics HOW List
 3. Rate and Rank the customer wants - the WHY evaluation.
 4. Relationship between customer WHAT & organization HOW lists
 1. weak link - 1
 2. medium link - 3
 3. strong link - 5
 5. Based on 1-4, draft of build specifications.
5. Compare Lists and select based on ease of build, customer acceptance, potential growth (revenue and margin), long term market share (life cycle value).

Show C6.004 Identify Opportunities in Existing Markets

Introduction

Good day and hope you are looking forward to a productive week. This week we are announcing our new community - The Community of Commerce for all insiders. Everyone who has [JOINED US](#) and become an inside we are moving off of the weebly web platform to a community site on Tribe.

This will provide an opportunity to share information, ask questions, and gain support for starting, growing, or exiting your business.

It is our version of the Chamber of Commerce - what it could have been instead of what it has become. This community has one goal - your success as a business owner to build generational wealth for your family. That growth will create more and better jobs in your local community.

It is a stand alone (outside the control of the arbitrary large providers) platform that provides entrepreneurs and business owners a space for the free and open exchange of ideas.

As a member of IBGR's Community of Commerce you can:

1. Follow other users including the OnAir Talent and Executive Team at the station.
2. Ask and answer questions about starting, growing, and exiting the business from our OnAir team and each other.
3. Follow any member of the Community to stay abreast of their latest business insights as well as building your own following.
4. Start discussions to stimulate input from other members of the Community.
5. Create and vote in Community polls.
6. Post and comment on posts and blogs.
7. Access and share content entrepreneurs and business owners can use.

We built this beyond the reach of the 'masters of the universe' so you can speak your mind.

Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

As we prepare to provide the Reinvention Project Team with directions, their mandate has to be defined and bounded. This is the most important decision you will make since opening the business. The new company and improvements you create must have ready markets for sales. This continues the conversation of the questions you need to answer before the Reinvention Project Team starts.

Key Issues - Owner/Manager Perspective:

1. Customer usage and results data,
2. By account what is current share of wallet and rationale,
3. Update customer persona,
4. Other opportunities in existing markets

What You Need to Know - The WHAT

- [EPISODE C6.002 SELECT MARKETS FOR REINVENTION PROJECTS](#)

What You Need to Do - The HOW

Existing Customers

1. Share of Wallet with the current mix of products and services?
2. Can we increase share of wallet with our current offer?
3. Do we have to upgrade our current offer (product & service improvements) to increase share of wallet?
4. Do we have to introduce new products and services to increase share of wallet?

New Customers (within Existing Markets)

1. What new customers (like our best customers) should we pursue with our current offer?
2. What new customers should we pursue with an upgraded offer?
3. What new customers should we pursue with a new offer?

Show C6.005 Identify Opportunities in New Markets

Introduction

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Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

Today's show is a continuation of last week when our analysis was on the markets we currently serve. Instead of covering the same techniques, I selected our advanced pak as additional tools. Put this week and last week together and you have everything required to analyze a market for opportunities.

Key Issues - Owner/Manager Perspective:

1. Changes in customer segmentation - movement between groups.
2. Changes in purchasing habits and methods.
3. Changes in competitors offer or methods of doing business'.
4. Changes in features, sales methods, distribution channels for similar offers.
5. Traditional RESZ analysis.

What You Need to Know - The WHAT

- Right Type of Filters
 - Recency: how recent are their purchases in your offer?
 - Frequency: how often do they purchase?
 - Monetization: how large is each purchase?

What You Need to Do - The HOW

1. Filter your current accounts through RFM, who are the best accounts.
2. Looking at New (Adjacent) Markets for similar opportunities
 1. What new customers (like our best customers) should we pursue with our current offer?

2. What new customers should we pursue with an upgraded offer?
3. What new customers should we pursue with a new offer?
3. Looking at New (Adjacent) Markets for any opportunity.

Show C6.006 STAGE VI Reinvention Plan

Introduction

Hope everyone is looking forward to a great week. We have a few announcements to make about growth of the IBGR Network.

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Second, with the addition of Gambia on Sunday, IBGR is now heard by entrepreneurs in 100 countries. That is 51% of all the countries on the planet.

Third, we have declared war on Covid19. That is not on the disease itself, just a worse variant of the flu. Our declaration is aimed at those politicians and bureaucrats that are making arbitrary, non-science based decisions on economic activity. People with no skin in the game, collecting checks from our taxes are deciding which business lives or dies. If you do your own research, a stark reality will become apparent - what is happening in your country is not based on science - it is based on power and control.

Put all of this together and we are your advocates against the forces of statism and command economies. We understand entrepreneurs are a different breed that don't live by the leave of others - why?

Because everyone at and associated with the station are entrepreneurs. We are building a network of ideas, insights, and tools that will help you navigate the pandemic and beyond.

[JOIN our community](#) and Let's Grow Together!

Objectives - The WHY

The show discusses integration of the Agilean Project within the overall Stage VI Growth Plan. I realized after putting it on the schedule we didn't really cover the plan components. I will handle that later in this series, for today's show we will cover all of the components of a Agilean Plan that is the core of a growth plan.

Key Issues - Owners Perspective:

1. What does Agilean look like when fully integrated.
2. How do I as the owner minimize the risk of failure while maximizing the Reinvention ROI.

What You Need to Know - The WHAT

What You Need to Do - The HOW

Discovery

1. Plan
 1. Story: what do you want to achieve, what is the use case.
 2. Backlog: requirements to fill the story, a list of requirements that comprise the story.
 3. Tasks: tasks required to successfully complete the backlog.
2. Design
 1. Road Map: visual display of the backlog, tasks, and the sprints.
 2. Team Membership: resource base for the sprints with assigned roles.

3. Sprint Planning: meeting with end users to prioritize & sequence the backlog.

Creation

1. Build
 1. Sprints & Huddles: meeting of the team everyday to discuss (1) yesterday, (2) today, (3) tomorrow.
 2. Sprint Review: at the end of every sprint, has it achieved the objective.
 3. Sprint Retrospective: debrief all the Sprints
2. Test
 1. Usability: customer feedback on user friendliness.
 2. Bugs: customer feedback on what doesn't work.
 3. Results: feedback on results produced.
3. Improve
 1. Performance Report: review of the customer test with quantitative (numbers) and qualitative (comments) from customers and test team.
 2. Focus Group: a structured process with customers to present the report and improve conclusions as appropriate.

Implementation

1. Release: generalize the offer/process for sales in all appropriate markets.
2. Launch
 1. Soft Launch: walk through to ensure everything works and the customer's experience meets your objective.
 2. Hard Launch: big splash, create buzz for the Reinvention result.

Show C6.007 Create Report on Reinvention Initiatives

Introduction

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Objectives - The WHY

Our focus for today's show is on the first of 3 outputs from the Agile Project team - Discovery. The goal of the first project and individual

sprints is to provide sufficient information to make a decision and start the Build Project.

Key Issues - Owner Perspective

1. Confident due diligence was conducted and the Discovery Report is accurate.
2. The Reward vs Risk for each option is clear and accurate.

What You Need to Know - The WHAT

- [EPISODE A.007 DEFINING YOUR MARKET - HOW TO PICK THE MARKET FOR INVESTMENT](#)
- [EPISODE A.008 BUILDING YOUR OFFER BY MARKET](#)
- [EPISODE C6.005 INVESTIGATE AND IDENTIFY OPPORTUNITIES IN NEW MARKETS](#)

What You Need to Do - The HOW

Components of the Discovery Report

1. First sort: Regional or Account Type? Are you going to use a geographic approach to define your market - you have a bricks & mortar operation that has a defined radius. If it's not geographic, then it is your offer.
2. Current Trends in the Market? Is the market growing or shrinking and why?, What is happening economically, regulatory, etc. , that is impacting the market changes.
3. How big is this market? Today what is the total potential for sales?
4. How big are the adjacent markets? Given similar customers as your sweet spot, what is the total size of potential sales.
5. Market Penetration of our Offer? How many unserved/underserved customers are available - current

customers for the offer divided by total number of potential customers..

6. Potential Growth in the Market? How much can this market grow based upon Market Penetration.
7. Who are the competitors and their market share? Who are the top 3 and how much of the market do they currently own.
8. Relative satisfaction of current providers? What is the probability of pushing them out of accounts?
9. Potential for Becoming #1 or #2? Which competitors can you displace to become the dominant player in that market, how market share could you obtain.
10. Current process fit the prospects? Can we service those accounts without changing our marketing, sales, production, delivery, and service processes.
11. Financial ability to pay? Given our pricing structure do they have the ability to pay.
12. Current pain points - the why behind purchases? What are their problems and what parts of our offer match, how is that impacted by current trends in their market.
13. Discover Report

Show C6.008 Test Reinvention Ideas with Existing Accounts

Introduction

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JOIN our Community and Let's Grow Together!

Objectives - The WHY

Picking up on the previous show C5.008, at this level the relationship has ceased to be a supplier/customer relationship. You built a mutually rewarding relationship, an ecosystem where the future of both companies are interdependent.

One option is that each company outsources non-core functions to the other to enhance both.

Key Issues - Owner/Manager Perspective:

1. Universal approach, not based on just a reinvention project - never build on spec,
2. This account/client was pre-selected and volunteered to participate.
3. The format could be an owner/executive meeting, a focus group, or actual prototype for testing.
4. Built specifically for them at cost - WIIFM?
5. Use their testimonials for selling to the market.

What You Need to Know - The WHAT

- [EPISODE B2.004 THE PRINCIPLES OF BETA TESTING OR SOFT LAUNCH GOLIVE](#)
- [EPISODE B2.005 THE PRINCIPLES OF RELEASE OR HARD LAUNCH GOLIVE](#)
- [EPISODE E2.005 HARD LAUNCH](#)

What You Need to Do - The HOW

Build

1. Scope of Project & Testing Plan
2. Internal requirements prior to 'customer installation'
3. Customer installation instructions
4. Features To Be Tested
5. Features Not To Be Tested
6. Other Items for evaluation
7. Testing Timeline
8. List of Design Assumptions

Test

1. Feature Testing
2. Feature Evaluation
3. Improvement Recommendations

Show C6.009 Finalize Reinvention Initiatives for Beta Test

Introduction

As of Monday morning we had Mozambique join the audience making it our 117th country, not bad for just our Second Season on the air. We currently have entrepreneurs and owners in 60% of the global business community tuning in daily - thank you and we are just getting started!

We have three more weeks of shows left - 009 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

There are several ways you can interact with the station and our OnAir Hosts:

- **Pulsating ?** on every page. It is a direct link to the Host and they will respond to your question during the show;
- Hit us up on **social media** - Facebook, Instagram, LinkedIn, and Twitter. Our handle is **ibgrnetwork**;
- JOIN our Community of Commerce and become an insider with direct access to our Hosts and support materials discussed on the show.

JOIN our Community and Let's Grow Together!

Objectives - The WHY

Well the talking is over and it's game time - time for you to make a decision. Your Agile Team working on the Discovery Phase has finished their research and are ready to provide recommendations for your decision. I know you have them on the list we will discuss in segments 3 & 4 - just make sure that when they report out and provide you with paper - their answers are clear.

Key Issues - Owner/Manager Perspective:

1. Review the sprint team's report on initiative options.
2. Weigh potential ROI vs risk - how much risk are you willing to take?
3. Examine all of the assumptions and examine one more time.
4. Check with customers part of the reinvention - has anything changed.
5. The degree of match with current core competencies.

What You Need to Know - The WHAT

- [EPISODE C6.007 CREATE PRELIMINARY REPORT ON REINVENTION INITIATIVES](#)

What You Need to Do - The HOW

Evaluate each opportunity:

1. What is the size of the market opportunity?
2. How easy is it to segment that market?
3. How many competitors are in that space" What is the probability of becoming #1 or #2? How long will it take to gain market leadership?
4. What is the Lifecycle of the product or service - how long before a revision or replacement is required?
5. What price should we select and where does that place us relative to the competition?
6. What is the total cost to build, test, improve, and market the new product or service?
7. How long before we reach the break even point - when will the investment be paid back?
8. How much revenue should we generate over the Lifecycle of the product or service?

9. Given the difficulty of building, testing, improving, marketing the new product or service in the targeted market - how would you rate the risk of failure - low, medium, or high - and why?
10. Rank order the initiatives by:
 1. ROI - best to worst
 2. Cost - least to most
 3. Break Even Point - best to worst
 4. Failure Probability - least to most
11. Make a preliminary decision and then talk with prospective customers.
12. Finally it's your call.

Show C6.010 Update Branding & Value Proposition

Introduction

We are now in 120 countries world-wide and part of our listener base, all within our first 2 seasons or 5 months of broadcasting.

Entrepreneurs and owners in 62% of the global business community are tuning in daily - thank you.

There are three more weeks of shows left - 010 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

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[JOIN our Community](#) and Let's Grow Together!

Objectives - The WHY

We have covered this ground several times over Seasons 1 & 2, today we are going to review your branding to ensure it captures the improvements and changes from the Reinvention Project.

You're getting everything ready to launch the "new and improved" business.

Key Issues - Owner Perspective:

1. Does our brand and marketing collateral capture today's company?

What You Need to Know - The WHAT

- [EPISODE C.009 BRAND PERSONALITY](#)
- [EPISODE C.007 THE 3 DIMENSIONS OF BRANDING](#)
- [EPISODE C.008 PRODUCT & SERVICE, AND OWNER BRANDING](#)
- [EPISODE A.026 YOUR WEBSITE IS YOUR BRAND](#)

What You Need to Do - The HOW

1. Review previous branding template (versions 1.0 - 3.0).
2. Cut and paste current website into branding template (version 4.0)
3. Given the Reinvention Project - what should be added/updated to the branding statement (version 5.0).
 1. Include testimonials from the beta launch
4. Update website with version 5.0
5. Update marketing collateral with version 5.0

Show C6.011 Create Marketing & Sales Launch Plan

Introduction

We are now in 124 countries world-wide and part of our listener base, all within our first 2 seasons or 5 months of broadcasting.

Entrepreneurs and owners in 63% of the global business community are tuning in daily - thank you.

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[JOIN our Community](#) and Let's Grow Together!

Objectives - The WHY

You should have historical data on marketing approaches used in Stages II, III, and IV to select a best practice. Pick over the data closely and assemble your collection for best practices for the first launch.

As we have covered multiple times, the smart move is to never hard launch without testing everything - the marketing approach and

materials, stress placed on the system, personnel's ability to deal with questions and objections.

Based on the lessons learned - throw everything at the hard launch - launch fast and hard.

Key Issues - Owner Perspective:

1. marketing vs sales model,
2. sales vs production model,
3. production vs cash flow model,
4. marketing cycles - purchase per cycle,
5. impact on the system,
6. maximum spend per cycle

What You Need to Know - The WHAT

- [EPISODE C1.008 CREATE A PROFILE AND BUYING PERSONA FOR PERFECT CUSTOMER\(S\)](#)
- [EPISODE C1.010 IDENTIFY MARKETING AND SALES CHANNELS TO REACH PERFECT CUSTOMER\(S\)](#)

What You Need to Do - The HOW

1. Create a Perfect, Almost, and Close List
 1. Focus First Campaign on the Perfect
 2. Second Campaign on the Almost.
 3. Third Campaign on the Close
2. Focus on What it Does and the Value Gained
 1. A tagline
 2. The problem it solves
 3. A list of core features
 4. The unique selling proposition
 5. A 10-word positioning statement
 6. Testimonials from Beta

3. Create a Budget from existing Marketing > Sales > Production > Cash Model
4. Test Marketing Plan and Collateral with Soft Launch.
5. Focus all marketing (advertising, social media, etc.) on the Hared Launch to the Perfect Customer.
6. Adjust before including the Almost and the Close in the next campaigns.

Chapter 4 PEOPLE

Show D6.002 Act Like an Owner

Introduction

New week, same perspective with greater conviction.

After being attentive to the weekend news about the continued arbitrary government response to COVID19, there is only one course for the business owner - ignore their word salad of concern and work around it.

Being passive and waiting for the right decision will put you out of business. There are only two 'people' who have that right - you and the customer.

IBGR is committed to your success and our programming is for legal aggression (OK, I'll make it nicer - assertiveness) to open, stay open, and be profitable.

Unlike the rest of society - we have your back.

Listen>Apply>Engage

Objectives - The WHY

This show we are going to take a different perspective and one that will be used going forward - whose perspective is critical in this Topic and Growth Stage. As the business owner you need to understand how the employee sees the business and therefore what they need to do to positively impact it.

Key Issues - Employees Perception:

1. They have the necessary data to make the best decisions.
2. They have the competence to make the best decisions.

3. They have the authority to make the decisions required for their position.

What You Need to Know - The WHAT From the Owners Perspective:

- Make our Vision>Mission>Values information available for everyone including training - make sure everyone understands.
- Invest time, and money if you have it, into building job and business competence in employees - the ROI is enormous and in your best interest.
- Balance the equation, giving people more responsibility than the authority to perform is a formula for frustration - forces people to beg!

What You Need to Do - The HOW

Starting with the necessary data, what does it mean from the employees perspective:

1. The company's Vision>Mission>Values are clear and understood;
2. The company's strategy or game plan for the year - how does my position affect it is clear and understood;
3. The company provides the necessary information so I can take action without supervision (if competent) or being told to act.

Competence or Skill Mastery:

1. Competent for the performance/technical aspects of my job;
2. Competent for the performance/technical aspects of other jobs in my work group;
3. Competent for the business demands of the job.

Authority = Responsibility:

1. Can I act on my own or need permission? What level of initiative do I have?

- a. Act
- b. Act, then advise
- c. Advise, then act
- d. Wait

Show D6.003 Willingness to be Accountable

Introduction

Welcome to Talk Leadership with Cedrick. You know everybody needs a little TLC. Welcome to my world ladies and gentlemen. My name is Cedrick LaFleur and I'm so excited to be with you today.

IBGR - RESULTS Radio Network. Everything a business owner needs to start, grow or exit a business. **Come grow with us.** I'm going to be here with you for the next hour talking about business principles, business practices, business ideas and concepts. My main focus this hour for your business will be the "Willingness to be Accountable". What is accountability as it pertains to your business.

A little bit about who is Cedrick LaFleur

I plan to help you better understand your business WHY, but more importantly I plan to add value to each of you everytime I'm on air. Not some days, not most days, but everyday I'm on air. So sit back, relax and join on this quest of business success.

Show Objectives

Today, I want to explore the concept of Willingness to be Accountable.

We must start with the definition of Accountability first right. Accountability is defined as an obligation or willingness to accept responsibility or to account for one's actions. In the workplace

and in team work, being accountable is a paramount quality, linked with trust, reliability and responsibility.

The question I have for you and your business:

Is personal accountability a core and guiding value in your world?

Let me repeat that question: ***Is personal accountability a core and guiding value in your world?***

Let's do a quick "needs assessment" for our workplace and ourselves. We'll begin with the individual—meaning ... me. Here we go!

Quiz #1: The Individual

Ten introspective questions:

- 1. Do I spend more time whining or working?***
- 2. Do I more often procrastinate or push forward?***
- 3. Am I envious of others' achievements or eager to emulate them and learn?***
- 4. Do I live an entitled life or am I excited to earn my own way?***
- 5. Do I tend to point fingers or problem-solve?***
- 6. Do I encourage/praise my family, friends, and coworkers or tear them down?***
- 7. When life doesn't go my way, do I play the victim or become a victor?***
- 8. Which matters most, others' opinion of me or my opinion of me?***
- 9. How often do I complain versus offer constructive ideas?***
- 10. Am I wasting energy trying to change others instead of choosing to change myself?***

How'd you do? This assessment helps give you an infusion of accountability, responsibility, and ownership?

Quiz #2: The Organization

Now, the workplace. Let's find out if personal accountability is alive and well in your division, region, district, branch, department, or team.

Ten questions about your organization:

- 1. Has organizational/market/industry change caused fear, anxiety, and complaining?**
- 2. Have I heard staff ask, "When is someone going to train me?"**
- 3. Do supervisors lament the difficulty in finding "good people"?**
- 4. Are people hiding behind (blaming!) the team when objectives aren't reached?**
- 5. Has an interdepartmental us versus them created an organization of "silos"?**
- 6. When mistakes happen, do people ask, "Who dropped the ball?"**
- 7. Is poor communication always someone else's fault?**
- 8. When problems develop, do employees run and hide or attack the problem?**
- 9. Do staff members make excuses when goals are not met?**
- 10. Is there a drumbeat of negativity regarding the lack of new systems and products?**

In your opinion, did Quiz #2 reveal a lack of personal accountability in your organization? If so, even if your team is outstanding, there's always room for growth. :-)

WHY ACCOUNTABILITY MATTERS

- » Do you want to get better? If you really want to get better, then accountability makes everyone and everything better.**
- » No one does better without accountability than with it.**
- » Everyone has at least one area that they are not disciplined in.**

» When we have accountability, we move from intentions to actions

» Accountability is the bridge between what you intend to do and what you actually do. That's why it matters.

» The moment you become accountable to someone else, you start to do better.

» Whoever you ask to hold you accountable, make sure that person loves you unconditionally. Doesn't matter if it's in the workplace or at home.

[And there are different Levels of Accountability. I want to explore that with you.](#)

1. Personal Accountability:

a. Meeting and exceeding your own goals

2. Team Accountability

a. You're accountable not only to yourself, but also your team

b. Teammates need to be able to count on each other when it counts

c. It's important to meet, even exceed the expectations of your team members

3. Leadership Accountability

a. Having the responsibility of helping your followers stay accountable to themselves and their team members

b. When you inspect from others, you get respect

c. When you expect from others, you get results

Key Issues

1. Leaders who are not willing to be accountable. **(Will)**
2. Leaders who don't know how to be accountable. **(Skill)**

Reference: 100X Leader

How to Become Someone Worth Following Jeremie Kubicek and Steve Cockram

- Leaders must take the foreground like intrepid Sherpa mountain guides.
- A “100X leader” achieves 100% of his or her goals and teaches other leaders exponentially.
- All 100X leaders embody self-awareness, moral courage, humility and accountability.

A “100X leader” (accountable leader) achieves 100% of his or her goals and teaches other leaders exponentially.

What does the term “100X” mean? The number 100 refers to leaders who achieve nearly 100% of their goals. The letter X represents a factor of multiplication; 100X leaders multiply their leadership qualities by mentoring those they lead and teaching knowledge, skill and understanding. By sharing what they know, 100X leaders become like Sherpa guides for the people they lead and mentor.

“The Sherpa doesn't celebrate how many times they personally have been to the summit, but they celebrate how many times they help others get to the top.”

1. Now with that being said, don't you want to become an Accountable Leader?
2. Shouldn't your team have an accountable leader?

This is why Accountability is important in every organization, on every team and in every family.

Characteristics of People Who are Not Accountable

1. They make excuses

- a. Excuses are exit lanes**
- b. Lots of people are good at making excuses**

2. They become victims

- a. They choose ease over difficulty**

3. They are more into appearance than substance

- a. They love illusion over reality**
- b. They go for quick fixes rather than solutions**

Characteristics of Accountable People

1. They are consistent

- a. Consistency takes more than ability and talent—it takes following through on what they say they will follow through on**
- b. Consistency compounds**

2. They have credibility

- » Leadership myth: once credibility is earned, it's completed**
- » Leadership truth: credibility has to stay consistent**

3. They increase their personal performance, and they increase the performance of the people around them

On a scale of 1-10, where 10 is the best and 1, where we don't even need to discuss it – Take this “health check” to see where you stand as a leader:

1. **You are confident about your leadership abilities.**
 2. **You lead a healthy and rewarding life that keeps you “present and productive.”**
 3. **You have a healthy emotional IQ, so you can lead people even in complex circumstances.**
 4. **You do your best to make rational – not emotional – decisions.**
 5. **You understand and accept your leadership responsibilities. You know where you’re going, and you’re determined to lead others at the highest level.**
 6. **As a leader, you feel “physically, mentally and emotionally” fit.**
- **After rating yourself against these standards, total your overall score and divide by six.**
 - **If it’s seven or better, great! You’re a healthy leader. You’re an accountable leader.**
 - **If it’s five or less, you have work to do. To become a better leader, work on mastering yourself first.**

Show D6.004 Look for Opportunities to Innovate

Introduction

While the mission, vision and values of businesses differ; all publicly traded companies share one thing in common, the objective to maximize shareholder value. This objective is accomplished through stock price appreciation and dividend payouts. Stock price appreciation offers the greatest opportunity to increase value for the shareholder. This is where innovation comes in.

Objectives - The WHY

1. Understand the history of Innovation

2. What is innovation and what does it mean?
3. Why does innovation matter?
4. What shifts leaders must make to encourage innovative ideas
5. How to make a leadership culture(a culture of innovation)

Key Issues

1. How did the issue of innovation start?
2. Where are we now?
3. How to be an innovative company.

What You Need to Do - The HOW

1. Lead Courageously
2. Shift your leadership mindset
3. Encourage failure and mistakes in order to have innovation ideas.
4. HANDOUT: 5 Ways to identify Opportunities to Drive Business Growth
5. HANDOUT: 21 Great Ways to Innovate by Paul Sloane

Opportunities to innovate your start-up or SME can stem from using the listening tools I discussed in my previous blog and examining the following 5 sources:

1. Analogies

Examine what the best companies are doing in both your own industry as well as others.

Try to identify:

- What kinds of innovation drove them to success?
- Are those innovations applicable to your industry?
- What could you do in the same way to create a market opportunity?

2. 'Surging' Trends

These are trends that are having strong momentum in the market. Often indicating how a product or service is being delivered creates an industry-wide shift in preferences that business buyers quickly embrace. By identifying trends early, you can identify ways to innovate and meet business buyer needs.

For instance, larger businesses needing specialists and wanting to reduce consulting costs has led to the emergence of online platforms such as [Expert 360](#) and [Talmix](#) to connect businesses with contractors and freelancers.

3. Extreme Customers

Obtain feedback from business customers who:

- Love your company
- Hate your company
- Stopped doing business with you
- Have never bought from you

By listening to these customers, you could potentially discover:

- New product or service offerings
- New support or 'value-add' options
- Ways to better manage and service these customers

TIP: Be sure to get input from a BUYER perspective

4. Customer Immersion

Spend a day at a customer's premises "to live in their world." Using the [strategic customer workshop](#) approach:

Observe their operations

- Look for opportunities to improve or change:
 - What you deliver (i.e. Your product /service offerings)

- How you deliver (i.e. Your processes, systems, customer support)
- How you engage with your customers (i.e. channels, marketing programs)

Speak with both business buyers (decision makers, influencers and change agents) as well as users to understand their priorities, issues and frustrations.

5. Customer Frustrations and Complaints

Your business customers will likely have some issues or frustrations with your products, services or processes. For instance, the capabilities you promised aren't being delivered at the speed, quality or service levels they require. Or perhaps decision makers are seeking additional advice or reporting that you are not providing. Being easy to deal is a key requirement in B2B. So, when a customer expresses frustration with your product, service or support, use that opportunity to learn from their feedback to improve your start-up or SME.

TAKE ACTION NOW

1. Create ways to get feedback from 'extreme' customers.
2. Identify upcoming conferences and seminars that may give you insights into changing business customer needs and market trends. Have representatives from your company attend to capture key insights to report back to your management team.

Show D6.005 Volunteer Innovative Ideas

Introduction

Today we will be discussing volunteer innovative ideas. Today's discussion will be a continuation or expansion on last week's

discussion. Corporate volunteer programs both engage employees and fuel positive social change, but finding a fit for your business is not a one-size-fits-all endeavor.

To ensure your team brings their creativity to work and offer up innovative ideas, leaders must be willing to listen to different ideas. Remember, just because you listen doesn't mean you have to implement. However, you must be willing to listen to them, otherwise you will quickly find no one has any ideas.

Objectives - The WHY

1. Give you some innovative ideas to consider.
2. Discuss ways to help your team think creatively.
3. Expand the list of ideas.
4. Help you understand how to get started.

Key Issues

1. Leaders must be willing to listen.
2. Organizations need to have a group focused on new ideas, both short term and long term.
3. Employees not feeling heard, so they hold on to their ideas or bring them to other companies.
4. Employees lack trust of the leader taking credit for their idea.

What You Need to Do - The HOW

1. Encourage creativity in the workplace.
2. Accept that with innovative ideas comes failure. Be ok with it.
3. Create a culture of idea generation.
4. Build a bench of creative thinkers.

Show D6.006 Volunteer for Innovation Projects

Introduction

Episode D6.006 Volunteer for Innovation Projects

Mahattma Gandhi, The best way to find yourself is to lose yourself in the service of others.

Volunteering is a simple act that can bring so many rewards to the organization, but even more rewards to the person who is volunteering.

A growing body of leading thinking published by [Harvard](#), [Fast Company](#), [The Muse](#), and leading authors like [Scot Kaufman](#), [Keith Sawyer](#), and [Eric Barker](#) show that developing the following traits are correlated to helping you grow as a more innovative leader:

- Humility
- Empathy
- Networking
- Thirst for learning
- Creativity
- Collaborating
- Being culturally and emotionally aware

Objectives - The WHY

This is the 3rd and final series regarding volunteerism within your organization. Today we will focus on projects to volunteer for and the benefits of volunteering. There is a social-emotional component that most people never think about in regards to volunteering. We will also discuss how to find the right volunteer effort for you.

Key Issues

1. Volunteering makes you more humble
2. Volunteering make your more empathic
3. Volunteering helps you grow your network
4. Volunteering makes you a better learner

5. Volunteering makes you more creative
6. Volunteering makes you better at collaborating

What You Need to Do - The HOW

1. Find the right volunteering project to make you more innovative
2. 5 Innovative Volunteering Activities that Engage Employees Immensely

Show D6.007 Mentor & Develop Others

Introduction

What Do I Need To Know Before I Start?

If you want to succeed as a mentor, first seek to understand yourself and others.

- Douglas Lawson said, “We exist temporarily through what we take, but we live forever through what we give.”

Why Many People Don't Mentor Others

INSECURITY

When people are made to feel secure and important and appreciated, it will no longer be necessary for them to whittle down others in order to seem bigger in comparison. That's what insecure people do.

Truly successful people, on the other hand, raise others up.

One executive wrote a memo to the HR director, “Search the org for an alert, aggressive young man who could step into my shoes — and when you find him, fire him.”

Raising up others is a successful person's joy.

EGO

Some people's egos are so huge that they have to be either the bride at the wedding or the corpse at the funeral.

Adolf Hitler was like that. When he was interviewing for a chauffeur, he talked with 30 people. Finally he hired the shortest man he could find, even though the man required special blocks under the driver's seat so he could see over the steering wheel.

INABILITY TO DISCERN PEOPLE'S "SUCCESS SEEDS"

I believe every person has the seed of success inside.

The good news is that once you are able to find it in yourself, you're better able to do the same with others. When you do, it benefits both of you because you and the person you help will be able to fulfill the purposes for which each was born.

The ability to find another's seed of success takes commitment, diligence, and a genuine desire to focus on others.

You have to look at the person's gifts, temperament, passions, successes, joys, and opportunities. And once you find that seed, you need to fertilize it with encouragement and water it with opportunity. If you do, the person will blossom before your eyes.

WRONG CONCEPT OF SUCCESS

True success is knowing your purpose, growing to reach your maximum potential, and sowing seeds to benefit others. The average person doesn't know that. He or she is scrambling to

arrive at a destination or acquire more possessions than the next door neighbors.

Cullen Hightower remarked, “A true measure of your worth includes all the benefits others have gained from your success.”

LACK OF TRAINING

The final reason many people don't raise up the people around them is that they don't know how to do it. Individual mentoring isn't normally taught in school.

In school they normally even train teachers to disseminate info in a group, not to come alongside a single person, pour into her life, and raise her to a higher level.

What You Need To Know As You Start

- Raising people to a higher level and helping them be successful involves more than giving them information or skills.

Objectives - The WHY

REMIND YOURSELF THAT:

1. EVERYONE WANTS TO FEEL WORTHWHILE

- Donald Laird said, “Always help people increase their own self-esteem. Develop your skill in making other people feel important.
- A person who feels worthwhile is ripe for success.

2. EVERYONE NEEDS AND RESPONDS TO ENCOURAGEMENT

- Charles Schwab said, “I have yet to find the man, however exalted his station, who did not do better work and put

forth greater effort under a spirit of approval than under a spirit of criticism.”

- If you desire to raise another person up, then you need to become one of her staunchest supporters. People can tell when you don't believe in them.

3. PEOPLE ARE NATURALLY MOTIVATED

- I've found that people are naturally motivated. If you doubt that, just watch toddlers soon after they learn to walk. They're into everything.
- To get people excited about growing to their potential, you need to demotivate them. Once you help them overcome the old things that knocked them down, they often motivate themselves.

4. PEOPLE BUY INTO THE PERSON BEFORE BUYING INTO THEIR LEADERSHIP

- Many unsuccessful people who try to lead others have the mistaken belief that people will follow them because their cause is good.
- People will follow you only when they believe in you.
- The more you understand people, the greater your chance of success in mentoring.

Key Issues

5 Common Obstacles Created By Mentors

- a. Lack of clear directions
- b. Bureaucracy
- c. Isolation
- d. Busywork
- e. Poor or dishonest Communication

What You Need to Do

How Do I Adopt A Mentor's Mind-Set?

- Mentoring is who you are as much as what you do.
- You can help them develop a roadmap for success and go on the journey with you as long as you keep growing as a person and a leader.

THINK LIKE A MENTOR

Steps you will need in order to become the kind of mentor you are capable of being:

1. MAKE PEOPLE DEVELOPMENT YOUR TOP PRIORITY

- If you want to succeed in developing people, you have to make it a top priority. It's always easier to dismiss people than to develop them.
- If you want to make a difference in the lives of others, do the same. Commit yourself to developing people.

2. LIMIT WHO YOU TAKE ALONG

- As you begin to develop people, think of it as being similar to a trip in a small private plane. IF you try to take too many people along, you'll never get off the ground. Besides, your time is limited.
- Use the Pareto (80/20) Principle. In the case of developing people, you should spend 80 percent of your time developing only the top 20 percent of the people around you.

3. DEVELOP RELATIONSHIPS BEFORE STARTING OUT

- The best leaders understand the important role of relationships when it comes to success. For example, Lee Iacocca asked Vince Lombardi, what it took to make a winning team.
- The difference between mediocrity and greatness is the feeling these guys have for each other.

- If the personal relationships aren't there first, people won't travel far together.
- As you prepare to develop other people, take time to get to know each other. Ask them to share their story with you — their journey so far.
- Another advantage to building relationships with people before starting on the journey together is that you find out what kind of “traveling companions” you're going to have.

4. GIVE HELP UNCONDITIONALLY

- When you start developing people, you should never go into it with the idea of getting something out of it. That attitude will almost certainly backfire on you.
- Give for the sake of giving — just for the joy of seeing another person learn to fly.

5. LET THEM FLY WITH YOU FOR A WHILE

- I want to share a secret with you. It guarantees success in mentoring. Are you ready? Here it is: Never work alone.
- I know that sounds too simple, but it is truly the secret to developing others.
- Whenever you do anything that you want to pass along to others, take someone with you.

6. PUT FUEL IN THEIR TANK

- People won't get far without fuel — and that means resources for their continuing personal growth. Any mentor can give that valuable gift to someone he is developing.
- I regularly share books, CDs, mp4 with the people I'm developing and equipping.

- There are few greater thrills than putting into others' hands a resource that can help take them to the next level.

7. STAY WITH THEM UNTIL THEY CAN SOLO SUCCESSFULLY

- I've been told that every student pilot looks forward to the first solo flight with anticipation — and a certain amount of fear. But a good flight instructor wouldn't allow a student to take that solo flight until he is already, nor would he let a student avoid her solo once she is ready. I guess you could say that's the difference between a true mentor and a wannabe.
- As you develop people, remember that you are taking them on the journey toward success with you, not sending them. Stay with them until they're ready to fly. And when you are ready, get them on their way.

8. CLEAR THE FLIGHT PATH

- Even after teaching people to fly, providing them with fuel, and gaining them permission to take the controls, some mentors don't take the last step required to make their people successful.
- They don't give them an unencumbered flight path. You must be intentional about clearing the path.
 - 5 Common Obstacles Created By Mentors
 - Lack of clear directions
 - Bureaucracy
 - Isolation
 - Busywork
 - Poor or dishonest Communication
 - Once you begin to develop others, check to see that you're not leaving obstacles in their path. Give them clear direction, positive support, and the freedom to

fly. What you do can make the difference between their failure and success. And when they succeed, so do you.

9. HELP THEM REPEAT THE PROCESS

- After you've done everything you can to help your people, and they have taken off and are soaring, you may think you're finished. But you're not. There is still one more step you must take to complete the process. You should help them learn to repeat the development process and mentor others. You see, there is no success without a successor.

10. LIFT OTHERS HIGHER

- Take others with you and help them change their lives for the better. Nothing in life is more fun — or has a greater return. You'll never regret the time you invest in people.

Show D6.008 Building a Career

Introduction

How to structure your startup as the company grows is as important to your business as your product/service.

Org structure or none structure has been known to impede the success of a startup. Owners/Founders must be on the same page through the process or impeding priorities will creep in.

Objectives - The WHY

Help business owners better understand how to set up the initial structure to get started, however we will discuss incremental changes as needed. It is important to understand that the beginning may not look like the end product, meaning a year later or

five later. The key is effective communication within the ownership group and to the employee teams.

Key Issues

Owner/Manager perspective:

1. create an organizational chart of the company in 5 years,
2. create an organizational chart for 1 year,
3. create first draft of the new position descriptions - include tasks, knowledge, experience, skills, certifications,
4. make it public

What You Need to Do - The HOW

Here are considerations for startup founders as they strategize on organizational structure.

Defining roles

Early on in the life of a startup, founders will often fill as many roles as possible to save money and simply get the work done that's on the table. When a company is founded by more than one person, the multiple founders will often have complementary skill sets.

Architecting the structure

Once you have some leaders established, it is critical that you determine the remaining hierarchy (if there will be one) and how you'll delegate tasks. Then, you will need to establish a team structure and how those teams will be led.

Building your team

Obviously, you're not going to grow your team without hiring. As a founder or executive, it's important that you realize you can't do everything by yourself, Simonian said, but it's essential you involve yourself in the hiring process.

Bring in the professionals

Once a company reaches a certain point, founders will need to consider talent to fill specific leadership roles in the company. One of the most important aspects of your business in this regard is legal.

Communicate with the board

A board of directors can be one of your greatest assets as a startup founder. As such, communication with the board is key. Don't wait for board meetings to ask advice or convey new information. The process doesn't have to be formal. Simonian said your communication should be "casual but frequent."

"You should absolutely listen to your team, peers, advisors and supporters, but at the end of the day, the most important person you will have to answer to is yourself, so make sure you are in line with the decisions that are being made for your company," said Amanda Slavin, founder of [CatalystCreativ](#).

Show D6.009 Participate in Additional Training

Introduction

"If you want to grow and become the best person you can be, you've got to be intentional about it."

In today's business world:

- **Teams** involve more people, thus affording more resources, ideas, and energy than would an individual.
- **Teams** maximize a leader's potential and minimize her weaknesses. Strengths and weaknesses are more exposed in individuals.
- **Teams** provide multiple perspectives on how to meet a need or reach a goal, thus devising several alternatives for each

situation. Individual insight is seldom as broad and deep as a group's when it takes on a problem.

- **Teams** share the credit for victories and the blame for losses. This fosters genuine humility and authentic community. Individuals take credit and blame alone. This fosters pride and sometimes a sense of failure.
- **Teams** keep leaders accountable for the goal. Individuals connected to no one can change the goal without accountability.
- **Teams** can simply do more than an individual.

In order for your team to grow (market share, profits and effectiveness) two things must be visible in your organization:

1. Teamwork
2. Personal Development

Team vs Individuals:

1. When teams share credit for victories and the blame for losses —> **This fosters genuine humility and authentic community.**
2. Individuals take credit and blame alone —> **This fosters pride and sometimes a sense of failure.**

If you want to reach your potential or strive for the seemingly impossible— such as communicating your message two thousand years after you are gone —you need to become a team player.

It may be a cliché, but it is nonetheless true: **Individuals play the game, but teams win championships.**

Why Do We Stand Alone?

1.Ego

2.Insecurity

3.NAÏVETÉ:

4.Temperament

This is where we will focus our attention today.

Objectives - The WHY

My objective today is to help entrepreneurs understand that nothing of significance can be achieved alone. In addition, individuals who don't engage in constant and consistent growth can not and will not be able successfully compete in a global economy.

Can a person or business have short term success without growth?

YES, anybody can have short success.

However for any business who is looking for explosive growth and long term growth, then they must be willing to engage in personal growth and development for them and their team.

Key Issues

1. Owner/Manager Perspective: (1) internal programs are available and participation encouraged, (2) external programs are available and encouraged.
2. Employee Perspective: (1) proactively taking advantage of appropriate training opportunities

What You Need to Do - The WHAT

The first question you need to ask yourself: Can My Team Accomplish the Dream?

Law of Mount Everest: As the challenge escalates, the need for teamwork elevates

How do you accomplish your own Everest? Ask yourself:

- If you have a dream, you need a team to accomplish it.
- How do you approach the task of putting together a team to accomplish your dream? I think the best way to start is to ask yourself three questions:

1. What is my dream? It starts here, your answer will tell, what could be?

Robert Greenleaf remarked, “Nothing much happens without a dream. For something really great to happen, it takes a really great dream.”

2. Who is on my team? This question tells us, what is.

- It measures your current situation.
- Your potential is only as good as your current team. That’s why you must examine who is joining you on your journey.

3. What should my dream team look like?

- The truth is that your team must be the size of your dream.
- If it’s not, then you won’t achieve it.
- You simply cannot achieve an ultimate number ten dream with a number four team.

How to Grow a Team:

1. Develop Team Members.

- The first step to take with a team that’s not realizing its potential is to help individual team members grow.

- If you're leading the team, then one of your most important responsibilities is to see the potential that people don't see in themselves, and draw it out. When you accomplish this, you're doing your job as a leader.

Determine what your team needs based on the following categories: (Ken Blanchard's Situational leadership)

- Enthusiastic beginner D1 → needs direction S1
- Disillusioned learner D2 → needs coaching S2
- Cautious completer D3 → needs support S3
- Self-reliant achiever D4 → needs responsibility S4

1. Add Key Team Members

- a. Even if you give every person on your team a chance to learn and grow, and all of them make the most of the opportunities, you may find that you still lack the talent needed to accomplish your dream. That's when it's time to recruit that talent.
- b. Sometimes all the team needs is one key person with talent in an area to make the difference between success and failure.

2. Change the Leadership.

- a. The challenge of the moment often determines the leader for that challenge.
- b. If your team is facing a big challenge, and it doesn't seem to be making any progress "up the mountain", then it might be time to change leaders. There may be someone on the team more capable for leading during this season.

3. Remove Ineffective Members

- a. Sometimes challenges are thrust upon a team, and there is no choice but to do the best you can.

The Next BIG question to ask your team is: How Do I Develop a Team That Lasts?

Create an environment that unleashes new leaders

The Leaders Daily Dozen:

If you're ready to revolutionize your organization, then I want to encourage you to start the process by adopting what I call the "Leader's Daily Dozen." Every morning when you get up and get ready to lead your organization, make a commitment to these twelve power-unleashing activities.

1. Place a High Value on People:
2. Commit Resources to Develop People
3. Place a High Value on Leadership:
4. Look for Potential Leaders:

"Searching for Eagles,"

These are the top ten characteristics of "eagles":

- They make things happen.
- They see opportunities.
- They influence the opinions and actions of others.
- They add value to you.
- They draw winners to them.
- They equip other eagles to lead.
- They provide ideas that help the organization.
- They possess an uncommonly great attitude.
- They live up to their commitments.
- They show fierce loyalty to the organization and the leader.

Show D6.010 Effective Working in Teams

Introduction

There are really 2 parts to effective working in teams, however we won't have enough time to go through all of it, but I will cover as much as I can today. This is one of those sessions where we can schedule a training for your team.

PART I: THE POWER OF TEAMWORK

1. Why Is Teamwork So Important?
2. What Is the Impact of Good Teamwork?

PART II: THE DYNAMICS OF TEAMWORK

3. What Are the Characteristics of a Good Team?
4. How Do I Create Positive Energy on the Team?
5. How Can I Harness the Team's Creativity?

The Value of Teamwork:

Throughout human history, whatever the endeavor, great individuals still had teams of people supporting them along the way.

- Teamwork is the heart of great achievement.
- Teams involve more people, thus affording more resources, ideas, and energy.
- Teams benefit from multiple perspectives.

In today's business world:

- **Teams** involve more people, thus affording more resources, ideas, and energy than would an individual.
- **Teams** maximize a leader's potential and minimize her weaknesses. Strengths and weaknesses are more exposed in individuals.
- **Teams** provide multiple perspectives on how to meet a need or reach a goal, thus devising several alternatives for each

situation. Individual insight is seldom as broad and deep as a group's when it takes on a problem.

- **Teams** share the credit for victories and the blame for losses. This fosters genuine humility and authentic community. Individuals take credit and blame alone. This fosters pride and sometimes a sense of failure.
- **Teams** keep leaders accountable for the goal. Individuals connected to no one can change the goal without accountability.
- **Teams** can simply do more than an individual.

Objectives - The WHY

1. Why Is Teamwork So Important?
2. What Is the Impact of Good Teamwork?
3. What Are the Characteristics of a Good Team?
4. How Do I Create Positive Energy on the Team?
5. How Can I Harness the Team's Creativity?

Key Issues

Owner/Manager Perspective:

1. help the group members understand the phases from a group to team,
2. make membership a big deal - help the group to create its own positive identity,
3. make sure as the group creates its informal rules for dealing with each it is productive,
4. find any opportunity to celebrate the groups progress to the team, and then as a team.

Employee Perspective:

1. act toward other members as you want them to treat you,
2. tell the truth in a non-confrontational way,

3. as long as you are not being asked to compromise your values or ethics - be flexible and be willing to adapt.

What You Need to Do - The HOW

Why Do We Stand Alone? 4 Reasons:

1. Ego
2. Insecurity
3. NAÏVETÉ:
4. Temperament

Questions teams members need to ask themselves:

1. What role do I play on this team? Can you accept this role? Am I willing to subordinate myself?
2. Does my attitude fit into this role and the team goal?
3. Do I think of myself? Are the people that depend on me being let down?

How do people start to become a more unified team?

1. Look at the big picture.
2. Size up the situation.
3. Line up the needed resources.
4. Call up the right players.
5. Give up personal agendas.
6. Step up to a higher level.

What Is the Impact of Good Teamwork?

1. Teamwork divides the effort and multiplies the effect:
2. Talent wins games, but teamwork wins championships
3. Teamwork is not about you:
4. Great Teams Create Community:
5. Adding Value To Others Adds Value To You:

What Are the Characteristics of a Good Team?

1. The Team Members Care for One Another:
2. The Team Members Know What's Important
3. The Team Members Communicate with One Another
4. The Team Members Grow Together:
5. There Is a Team Fit:
6. The Team Members Place Their Individual Rights Beneath the Best Interest of the Team
7. Each Team Member Plays a Special Role
8. An Effective Team Has a Good Bench
9. The Team Members Know Exactly Where the Team Stands
10. Team Members are Willing to Pay the Price

How Can I Harness the Team's Creativity?

- Ideas: The Lifeblood of an Organization:
 - What Leads to the Best Ideas?
 - Team Leaders Listen to All Ideas (Shared Thinking)

What Is the Value of Shared Thinking?

1. Perspective – discovering blind spots.
2. Understanding – finding out what they know. Ask what do you know and what do you think.
3. Teaching/equipping – sharing what they did and didn't see.
4. Act of empowerment – valuing them.

What I Can Share About Shared Thinking

1. Every person can teach me something – be open.
2. Some people can teach me sometimes – be intentional.
3. Few people can teach me most of the time – be persistent.

The acid test of good people around you is that they make you better!

1. Team Leaders Never Settle for Just One Idea
2. Team Leaders Look in Unusual Places for Ideas
3. Team Leaders Don't Let Personality Overshadow Purpose
4. Team Leaders Protect Creative People and Their Ideas
5. Team Leaders Don't Take Rejection Personally

Show D6.011 Willing to Lead

Introduction

I am Sadika Kebbi, from Beirut, Lebanon. I started my career as a teacher, then a university instructor and later on, I became a trainer, coach, speaker and business consultant. This journey played an important role in growing my business network. It was also one of the best advertisement tools. It offered me a wide platform where I shared my expertise, until I created my Non Profit Organization or NGO under the name of "Kon Ensan" which means "Being Human", that aims at peace building, social cohesion and women and youth empowerment.

Objectives - The WHY

Who isn't hungry for recognition and advancement? We all are, starting from business owners, to employees, ending with any human being and even children. Recognition is the fuel that keeps a person going. It is the motivation that pushes a person to advance, grow and develop on all levels.

How does one gain recognition? Visibility is one of the answers. Human beings are social animals, they glow under the spotlight, they do their best to keep up with their high performance no matter

where they come from. But I believe that everything in life is a double edged sword. We have to be aware of whom we bring under that spotlight. If we happen to applaud someone who is not in alignment with our mission, values and even their values, we are in big trouble.

Key Issues

Owner Perspective:

1. advertize high visibility & mission critical opportunities,
2. people hungry for recognition and advancement - who are they?
3. harness the energy necessary to grow the company

Employee Perspective:

1. chance to gain visibility and be heard,
2. make my own future

What You Need to know—The WHAT

When high visibility and hunger come together, we better seek to understand what type of hunger we are dealing with, what type of leaders we are collaborating with. Thus the need for a value based leadership arises.

What You Need to Do - The HOW

1. Implement the value based leadership.
2. Role model values.
3. Recognize the tiniest effort.
4. As a business owner, CEO, supervisor, or employee you are the highest visibility your business can ever have.
5. Bring justice or equity into your company, (Your world).

Chapter 5 OWNER

Show E6.002 Implement REINVENTION Plan

Introduction

New week, same perspective with greater conviction.

After being attentive to the weekend news about the continued arbitrary government response to COVID19, there is only one course for the business owner - ignore their word salad of concern and work around it.

Being passive and waiting for the right decision will put you out of business. There are only two 'people' who have that right - you and the customer.

IBGR is committed to your success and our programming is for legal aggression (OK, I'll make it nicer - assertiveness) to open, stay open, and be profitable.

Unlike the rest of society - we have your back.

Listen>Apply>Engage

Objectives - The WHY

Here we are, the future awaits. You have that rare opportunity to start life over again with this project. If you were to clean slate the company and start from scratch what would you make, how would you make it, how would you sell it?

Key Issues - Owner/Manager Perception

1. Conduct Due Diligence to ensure the reinvention choice is right.

2. Conduct Due diligence all of the necessary information is available for the project teams.
3. Find a first customer for beta testing.
4. Get the right people for the project team.
5. Manage the process, not the outcome.

What You Need to Know - The WHAT

- [EPISODE B.038 ACTION OVER STRUCTURE](#)
- [EPISODE A6.002 ANALYSIS OF STAGE V PERFORMANCE](#)
- [EPISODE A.036 BEING CREATIVE INSTEAD OF REACTIVE](#)
- [EPISODE B6.002: IMPLEMENTING OPERATIONS STAGE VI REINVENTION PLAN](#)
- [EPISODE C6.002 SELECT MARKETS FOR REINVENTION PROJECTS](#)
- [EPISODE D6.002 ACT LIKE AN OWNER](#)

What You Need to Do - The HOW

1. Determine if your immediate future is Product or Service based, or Process.
2. Determine which markets are the best opportunities
3. Determine what information you have and what is missing to make irreversible decisions.
4. Determine whom inside and external to the company need to participate in the project.
5. Decide on a platform for running the project virtually.
6. Form the teams and charter, place yourself in the SCRUM Master (Facilitator) Role.
7. Create a project plan broken into short segments - Sprints.
8. Manage the Sprints.
9. Share stages of development with the first customer.
10. Provide feedback to the project team - upgrade as necessary.
11. Project result ready for release.

Show E6.003 Finalize Innovation Project Teams

Introduction

Here we are in the last week of July and the first month of the 3rd Quarter is ending - how much closer are you to success?

If you have been with us all month, you know we have been railing against the politicians and bureaucrats for acting arbitrarily in response to the pandemic; and any illusion they are making data-based decisions should have been dispelled by now. This is not about a specific political party or group, it is about the arbitrary use of power at the expense of the most important global community - you.

People like us, *Living the Life*, employ 57% of the planet's population and yet are treated as the source of its problems. Not here, we celebrate the contribution you make to a better society and our focus is to improve your chances of success.

This week we continue the new programming structure. We use a Balanced Scorecard to format our weekday shows: Finance (Monday) = Operations (Tuesday) + Sales (Customers) + People (Employees) with Fridays dedicated to Owners. Look at the week this way - Monday through Thursday is working IN the Present, Friday is working ON the Future.

Also, we just built a new community, our version of a Chamber of Commerce. [Join Up](#) and gain access to our Hosts and access our library of best practices.

Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

The time for reinvention is at hand. You understand the stakes and the steps required and can live with a major project that doesn't have a detailed end result at the start. You are going to structure the process, select the right people, track progress, and play godfather.

Key Issues - Owner/Manager Perspective:

1. Reinvention using agile principles focuses on process, not the end result.
2. Control is in the process and selection of people.
3. Conscript nobody, every member of the effort must be knowledgeable and enthusiastic.

What You Need to Know - The WHAT

Agile Team Member Roles - Core & Extended

Core Group - Product

- Members: autonomous subject matter experts that can operate in a team environment;
 - Subject Matter Expert: specific expertise related to the project;
 - Business Analyst: provides input on the impact to current and future operations;
 - Department Representative: provides input on the impact to their department or group;
 - Interim Manager: manages all of the iterations to track and document improvements.

Extended Group - Guidance

- SCRUM Master (Facilitator): Issue Resolution & Escalation, Problem Solving, Team Building, Coaching, Change Management;

- Product Owner: Manages Stakeholder Expectations, Budget & Cost Control, Risk Management;
- Champion: the owner or senior executive - makes sure the project receives necessary support.

What You Need to Do - The HOW

1. Determine the work groups or departments impacted - they have the expertise for successful execution and will be impacted by the project.
2. Select the Extended Group - Owner is the Champion, Product Owner is head of Marketing & Sales or Operations, SCRUM Master is head of HR or manager being groomed for promotion.
3. Select the Core Group - individuals from the designated departments or groups based on the roles, expertise, and personality.
4. SCRUM Master holds 1:1 with each candidate to determine eligibility and suitability for the intended role.
5. SCRUM Master holds team meetings on roles and group dynamics.

Show E6.004 New Capabilities, Markets, and Offer

Introduction

Good day and hope you are looking forward to a productive week. This week we are announcing our new community - The Community of Commerce for all insiders. Everyone who has [JOINED US](#) and become an inside we are moving off of the weebly web platform to a community site on Tribe.

This will provide an opportunity to share information, ask questions, and gain support for starting, growing, or exiting your business.

It is our version of the Chamber of Commerce - what it could have been instead of what it has become. This community has one goal - your success as a business owner to build generational wealth for your family. That growth will create more and better jobs in your local community.

It is a stand alone (outside the control of the arbitrary large providers) platform that provides entrepreneurs and business owners a space for the free and open exchange of ideas.

As a member of IBGR's Community of Commerce you can:

1. Follow other users including the OnAir Talent and Executive Team at the station.
2. Ask and answer questions about starting, growing, and exiting the business from our OnAir team and each other.
3. Follow any member of the Community to stay abreast of their latest business insights as well as building your own following.
4. Start discussions to stimulate input from other members of the Community.
5. Create and vote in Community polls.
6. Post and comment on posts and blogs.
7. Access and share content entrepreneurs and business owners can use.

We built this beyond the reach of the 'masters of the universe' so you can speak your mind.

Have a great business week.

Listen>Apply>Engage

Show Objectives - The Why

This show will sound a little undecided because it is. When you are at this point in the company's journey the opportunities abound but the clarity is missing to make a decision about what is next.

This is why we are bringing together internal and external people to help investigate and recommend, while the decision still remains with you.

Key Issues - Owner Perspective:

1. Scan for general trends - where are there new sales opportunities.
2. Internal lessons learned on new competencies - what could we sell or add that is not in the current offer.
3. Matching opportunities with competencies - what should be explored as the basis for a Reinvention Project.

What You Need to Know - The WHAT

- [EPISODE C1.003 SIZE AND GROWTH RATE OF POTENTIAL MARKETS](#)
- [EPISODE C1.004 CURRENT AND FUTURE TRENDS IN POTENTIAL MARKETS](#)

What You Need to Do - The HOW

1. Given the lessons learned in Stages IV and V, what should receive further investigation.
2. Identify information resources and solicit additional information (#1) as well as general intelligence reports.
3. Build a Report/Package for an Agile Project Team.

Show E6.005 Training on Agile Projects

Introduction

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become an inside we are moving off of the weebly web platform to a community site on Tribe.

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Have a great business week.

Listen>Apply>Engage

Objectives - The WHY

This might be redundant but we need to go there anyway. If you started using the Agilean (Agile or Lean) approach earlier, there is not much training required except on the details of the project. However we don't know where you are in the process so we will cover some of the same ground from a different perspective.

Key Issues - Owner/Manager Perspective:

1. Principles of Agile and Lean - Agilean
2. Agilean Roles
3. Agilean Projects
4. Agilean Tools

What You Need to Know - The WHAT

- [EPISODE E3.005 MANAGING IMPLEMENTATION OF VALUE MAPPING](#)
- [EPISODE B.003 OVERBURDEN OR MURI](#)
- [EPISODE B6.005 AGILE PROJECT MANAGEMENT - PART 2 THE AGILE CYCLE](#)

What You Need to Do - The HOW

1. Principles of Agile and Lean - Agilean.
 1. Agile in a dynamic situation where the outcome is unknown or uncertain; the focus is on speed.
 2. Lean in a stable situation where the outcome is known; the focus is on cost or margin.
 3. Agilean the combination of both approaches using the same quality toolbox.
2. Agilean Roles.
 1. [EPISODE E3.005 MANAGING IMPLEMENTATION OF VALUE MAPPING](#)
3. Agilean Projects.

1. 2 Phases - Discovery & Implementation
2. 2 Types - Offer & Process
3. 3 Components - Backlog, Tasks, Burn Down
4. Agilean Tools
 1. Agile Cycle - PDETR -
Planning>Designing>Execution>Testing>Release
 2. Lean Cycle - BML - Build>Measure>Learn
 3. Agilean Cycle - PDBTIR -
Plan>Design>Build>Test>Improve>Release
 4. 5's - Sort, Set, Shine, Standardize, Sustain
 5. Statistical Process Control - SPC

Show E6.006 Manage Agile Project Outputs - Parts 1-4

Introduction

Hope everyone is looking forward to a great week. We have a few announcements to make about growth of the IBGR Network.

First, we are doubling the number of new and returning visitors to the site. July was twice June's numbers and we beat July's numbers over the weekend.

Second, with the addition of Gambia on Sunday, IBGR is now heard by entrepreneurs in 100 countries. That is 51% of all the countries on the planet.

Third, we have declared war on Covid19. That is not on the disease itself, just a worse variant of the flu. Our declaration is aimed at those politicians and bureaucrats that are making arbitrary, non-science based decisions on economic activity. People with no skin in the game, collecting checks from our taxes are deciding which business lives or dies. If you do your own research, a stark reality will become

apparent - what is happening in your country is not based on science
- it is based on power and control.

Put all of this together and we are your advocates against the forces of statism and command economies. We understand entrepreneurs are a different breed that don't live by the leave of others - why?

Because everyone at and associated with the station are entrepreneurs. We are building a network of ideas, insights, and tools that will help you navigate the pandemic and beyond.

JOIN our community and Let's Grow Together!

Objectives - The WHY

Today is a review of where we have been over 4 months on the topic of Agile Based Reinvention.

Key Issues - Owner/Manager Perspective:

1. Manage the risk by managing the process, not the outcome.
2. Create a new way of solving high risk - high reward problems or opportunities.

What You Need to Know - The WHAT

- [EPISODE B6.003 AGILE PROJECT MANAGEMENT - PART 1 CHARTERING & PLANNING](#)
- [EPISODE B6.004 HIGH PERFORMING DEVELOPMENT TEAMS - INTERNAL AND EXTERNAL TALENT](#)
- [EPISODE B6.005 AGILE PROJECT MANAGEMENT - PART 2 THE AGILE CYCLE](#)
- [EPISODE B6.006 AGILE PROJECT MANAGEMENT - PART 3 PROJECT PLANNING, ROAD MAPS, & SPRINT PLANNING](#)
- [EPISODE E6.003 FINALIZE PARTICIPANTS INNOVATION PROJECT TEAMS](#)

What You Need to Do - The HOW

1. Create a TO BE for Agile Reinvention
2. Create SOP for Agile Reinvention

Show E6.007 Preparing the Company for Change

Introduction

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Show Objectives - The WHY

If you review the duties of a chief executive, yes that is you, this is one of the most strategic. Nobody in a market based economy has the luxury to operate in a static environment. Your highest responsibility to yourself and the business is to keep your eyes on the horizon to anticipate the next bout of weather. That means your organization must be flexible enough to not just survive but thrive in any condition.

You are the company's Chief Change Agent.

Key Issues - Owner/Manager Perspective:

1. Closing the gap between what is known by everyone else and me.
2. How to create a 'burning platform' without discrediting the past.
3. How do I make the organization at least robust and become antifragile because of our ability to anticipate change.

What You Need to Know - The WHAT

Understand the Change Process

- Unfreeze old Attitudes and Behaviors - Evidence
- Model new Attitudes and Behaviors - Role Models
- Refreeze new Attitudes and Behaviors - Culture

What You Need to Do - The HOW

Stages of Change

1. Establishing a Sense of Urgency: Creating a "burning platform" that destroys complacency.
2. Creating the Guiding Coalition: A powerful team of the right people, with a high level of trust, and shared objectives to start and guide the change effort.
3. Developing Change Vision & Strategy: A picture of the future that explains why people should strive to create that future.
4. Communicating Change Vision: The real power is unleashed only when most of those involved have a common understanding of its goals and direction.
5. Empowering for Action: The purpose is to empower a broad base of people to take action by removing as many barriers as possible.
6. Generating Short-Term Wins: Major change takes time which requires building credibility to sustain it over the long haul.
7. Consolidating and Accelerating Change: Keep complacency and resistance under control by expanding the scope and complexity of the issues targeted for change.
8. Formalize the new behaviors and shared values to ensure it endures beyond the present senior leadership team.

Show E6.008 Update Retained Earnings Distribution

Introduction

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JOIN our Community and Let's Grow Together!

Objectives - The WHY

This is hard to do in the generic - not having the financials to make the call. So this show will talk in general terms but the point is clear - how do you free up as much money as possible without leaving the company broke.

Key Issues - Owner Perspective:

1. Just how far can I go before putting everything into jeopardy?
2. What external options do I have?

3. This is a total budget for reinvention and marketing.

What You Need to Know - The WHAT

- EPISODE E5.005 IMPROVE PROFITABILITY FROM RETAINED EARNINGS INVESTMENTS
- EPISODE A3.008 BUILDING THE TOTAL FINANCIAL PICTURE OF THE BUSINESS
- EPISODE A6.008 RETAINED EARNINGS DIVIDEND PAYMENTS TO OWNER
- EPISODE B5.007 SELL NOW OR PREPARE FOR REINVENTION

What You Need to Do - The HOW

1. Reinvention Pool - how much is available from the Investment Slice of the Pie?
2. Increase your salary and skip your dividend payment until Stage VI is completed. Also stop all distributions except COH (Cash On Hand).
3. What is your credit situation - how much free-board do you have between credit limit and amount borrowed?
4. Estimate amount of additional funds available if all investment accounts minimized to minimums?
5. Set up a meeting with your banker to discuss the situation and see how much help you can expect if needed?
 1. Critical metric: cost of borrowing vs lost opportunity from closing accounts.
6. Create a budget - not just for the reinvention Project, include the first phase of the Marketing Campaign to sell the new 'offer' beyond the test account.
 1. Without outside financing (without investments)
 2. Without outside financing with investments
 3. With outside financing

Show E6.009 Implement Performance Management Process

Introduction

As of Monday morning we had Mozambique join the audience making it our 117th country, not bad for just our Second Season on the air. We currently have entrepreneurs and owners in 60% of the global business community tuning in daily - thank you and we are just getting started!

We have three more weeks of shows left - 009 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

There are several ways you can interact with the station and our OnAir Hosts:

- **Pulsating ?** on every page. It is a direct link to the Host and they will respond to your question during the show;
- Hit us up on **social media** - Facebook, Instagram, LinkedIn, and Twitter. Our handle is **ibgrnetwork**;
- JOIN our Community of Commerce and become an insider with direct access to our Hosts and support materials discussed on the show.

JOIN our Community and Let's Grow Together!

Show Objectives - The WHY

Touchy subject. Most people who have experienced corporate life have gone through this with few kind comments.

Key Issues - Owner/Manager Perspective:

1. People must receive timely feedback to self-manage.

2. People must talk often to keep the meetings from being too confrontational.
3. The process and forms are support features - the essence is forced performance conversations.

What You Need to Know - The WHAT

- It is not about the form or the numbers, the core is forcing 1:1 performance conversations.
- Works with your Dashboard/Scorecard System
- Make it simple to understand, to use, to report - embed the process in the documents;
- Make sure you can compare apples with apples - the role of numbers;
- Keep the potential for confrontations to a minimum;
- The best predictor of future performance is past behavior;
- If you collect data it must be everybody and all behaviors.

What You Need to Do - The HOW

1. Create a Schedule for the Period that focuses on 3 Types of 1:1's
 1. Alignment
 2. Calibration
 3. Improvement
2. Alignment: beginning of the period, align expectations between what you and the employee expect will occur over the period and create a plan.
3. Calibration: during the period, hold planned and spontaneous meetings to make sure performance is to plan.
 1. Recognize and hold Accountable for Performance
4. Improvement: discuss what happened over the period, what to improve, and set up the next Alignment meeting.

Show E6.010 Next Generations of Leaders & Managers

Introduction

We are now in 120 countries world-wide and part of our listener base, all within our first 2 seasons or 5 months of broadcasting.

Entrepreneurs and owners in 62% of the global business community are tuning in daily - thank you.

There are three more weeks of shows left - 010 through 012 before Season 3 starts and everyone is excited about our hard launch on October 5th from the Kilo Market (Australia, New Zealand, Singapore, Philippines, Taiwan, Hong Kong, and surrounding areas).

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Objectives - The WHY

Interesting choice you will be confronted with as the company grows - where are you going to get the leadership and management to take you into the future?

The rule of thumb I have used over the years is 80% internal, 20% external, The question then is who to promote and which positions?

Key Issues - Owner/Manager Perspective:

1. What does the future organization look like?
2. Who could take over in existing positions right now/
3. Who are candidates for future positions?
4. When should I look outside the company?

What You Need to Know - The WHAT

- EPISODE D5.002 COMPANY PROVIDES A CAREER PATH
- EPISODE D5.004 FORMAL TRAINING PROGRAMS FOR JOB DEMANDS & CAREER DEVELOPMENT
- EPISODE D6.008 BUILDING A CAREER
- EPISODE D5.003 PROMOTIONS BASED ON PERFORMANCE, NOT CONNECTIONS

What You Need to Do - The HOW

Envision the Future

1. If the company increased revenue by 10x - what would the organization chart look like?
2. Which positions are better served by bringing in external expertise?
3. What are the responsibilities for each of the new positions?
4. Which positions in the company are good training for the new positions?
5. If this was a real organizational chart, who would you promote into the new positions?
6. Who would be able to handle it now and who would need training?
7. What training do you have in place to build competence?
8. Does your performance management system capture this information?

EPILOG

These show notes represent over 190 hours of Stage I programming delivered on the IBGR Network between July 13 and October 2, 2020. We have made every attempt to clean up the Show Notes for grammar, spelling, links, etc. However, it is a product of live broadcasting to provide guidance to our listeners and OnAir Talent.

Want to Start, Grow, or Exit a business - Be here or Nowhere - the IBGR Network.

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Tagline: “Profit Radio...Grow With Us”

Motto: *Download > Listen > Engage*

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www.IBGR.Network

Format: Small Business Growth (under 500 employees)

Founded: January 1, 2020

Broadcast Anniversary: March 23, 2020

Station Ownership: GrowthWorx

Broadcast Hours: 24 hours, 7 days a week. The Broadcast Day starts at 8:00am Sydney, Australia and ends at 6:00pm New York, United States.

Website: www.IBGR.Network

Broadcast Studio: 4301 West Hundred Road, Suite E, Chester, Virginia 23831

Business Centres: Sydney Australia, Mumbai India, London United Kingdom, Richmond United States,

Office Phone: 866.463.4247

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Station Director: [William Eastman](#)

Program Manager: [William Eastman](#)

Operations Manager: [William Eastman](#)

Marketing, Sales, & Service Manager: [Donna Kunde](#)

