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business, operating procedures, hand, onboard, create, pieces, map, understand, admin, flow, standard operating procedures, framework, notes, interpretation, broken, teaching, quickly, hire, legend, payroll software

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Hey, everyone, welcome to another episode. You know, yesterday I had a podcast on believing in yourself. And part of that discussion I mentioned creating a business flow map. Now, like I said yesterday, I do that, and I have done that in legend specifically. And I'm getting ready to do it in determined. Because while we start our businesses or when we start our businesses, rather, we think our business is going to be pretty simple. I'm going to do X, and then I'm going to do y, and then z, and z goes directly to the customer, we think it's only going to be about maybe three steps, right? Because in our mind, it's a pretty simple process. But as we started to develop our business, we add different components, right? All of which goes into the overarching package of delivering to our customer, right? So for example, to make a product to make a course I don't need marketing to create Create the course. But I do need marketing to get the course to, you know, to all of you, for example,

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so that you're aware of

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it so that you know that it's out there so you know that there's something that can help you. And so what happens regularly is that we start off with a very simple process in our minds. But we continue to add to the complexity of our business. And so today I'm going to focus on creating flow maps and slps for your business. And that's what this topic this

podcast topic is focused on. So my challenge to you, especially with the air squirt framework, you know, the assessed piece is to create your flow map, sit down and map out all of the pieces that go into your overarching business, from you know, payroll software, to bookkeeping software, to Facebook ads to social media marketing to social media accounts, right, draw your flow map, so If you do a Facebook ad for your business, okay, well, that's Facebook. Do you have a company that does that? Or is it you connect that ad to your Facebook account, right? Because that's what hosted. That's where it comes from is who pays for it? Right? And so you can link all those together? Well, the ad then will point to maybe your website or whatever you're pushing them to go see within your app. Okay, maybe it's maybe it's a phone call, whatever it is, it goes to the next step, wherever your customer is going to interact directly with your business. Okay, from there, you may have a web page, you may have a funnel, you may have again, a phone call, you may have a team, that that answers the phone, you may have a link that will send them to a calendar to schedule something with you. Right, what it could be a multitude of things, but what's next, okay, well, once they come and see you and interact with you, can they pay you or do they need to schedule something right? Will they pay you then that's a that's a connectivity that you have to point in that direction. If it's scheduling something that's a calendar that you have to put there. And so you see where I'm going? Yeah, there's a lot of plugins and pieces. And so, as I said yesterday, just you know, indirectly, as Legend Continues to get bigger, I have to create this map. Why? Well, if something political breaks, or I'm not seeing specific things happen in the business, okay? People, for example, may pay for the course. But then they send a note saying, Hey, I didn't get access, okay, well, that's a breakdown. There's there's a connectivity point between when they pay and when they get access to the course I have to make sure that's working. But I have to know what causes that connection. So I know what is broken, right. And so that's what I really mean. You've got to know the same pieces. So that you know, when you get feedback that something isn't working, you know where to go to immediately fix it, right. You don't have to do a deep dive analysis of what's broken, you already have a great place to start. From there, you may have to analyze exactly what's broken, and identify it. Okay, but you're, you can quickly point to the first step of where you're going to go identify the problem because you have to find that. Okay. And again, that's, that's the fundamental of the expert framework. The other piece, and the other reason why you want to have a map is because hopefully, as you quickly grow your business or as you appropriately scale your business, whatever your paces, okay, that's completely up to you. You will eventually want someone else understanding the flow of your business because they're going to play a key role in that. Okay? It may be an admin, or it may be you know, someone who's on your tech team who's going to handle all of your, you know, again, maybe maybe it's a marketing person, or maybe again, it's your tech team, and they're going to handle all your websites or funnels or whatever the case may be. They have to already know what exists. Right? So quick, easy way to onboard and it's the same thing

for slps you Understand how things work, because you've grown through this process, just like I've grown through legend. But if I go and hire an admin tomorrow, you know, a brand new person to come on the team, not just a virtual assistant, but a true admin, that's going to be there, maybe take over even more of whatever I have going on, you know, I don't have a reason to hire an admin right now. But let's say that I did. Okay.

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So to hand over some of our some of this functionality, it's going to be so much easier to say, hey, I want you to do XYZ. And the way that you do that is right here. Here's how I do that. Now, will you spend some time still teaching and training? Of course you will? Absolutely. But isn't it better to hand them something they can refer back to as opposed to them taking notes and hoping that they interpreted your message in the way in which you that you intended them to? Write interpretation is different, usually, by most people. And so you don't want a failure in interpretation that could still happen, but at least they've read the document. And then you can walk them through what they just read and clarify any interpretation misses versus teaching it, then taking notes and going and trying it and saying, oh, wait a minute, your notes wrong. You know, it's a lot of back and forth. So how do you simplify that for faster onboarding? Okay, you know, maybe you do have someone that runs your marketing, you've hired an outside group, maybe you do have your web designer. Okay. And so eventually, they may hand some of that back to you. Maybe it's just a temporary, you know, 30 day thing. You've asked them to come on and build something for you. And they're going to set it all up, but then I'm going to hand it back to you to then run well, it would be very helpful if they would give you a framework or SLP, or whatever the case may be, so that you can understand how to execute it. So so please come in handy, you know, standard operating procedures. That's what SRP stands for. You have to understand what the operating procedures are for your business. So that you can take over two functions that maybe you have passed on, or you can bring other people on board and hand them the responsibility. And they also can quickly understand how to do it. So that's where my brain is right now. You know, like I said, I mentioned that yesterday in that podcast, but I wanted to spend a minute to talk about, not only does it make me feel better to have it all documented, so I don't feel like I have any blind spots. Right? That's important to me that I feel like I know, each piece of my business. It is it is my creation. It's my child, so to speak, right? All of our businesses are our babies that we have created. And so I want to know all the pieces like I want to know what my, you know, my kids in real life, I want to know what they have for lunch. And I want to know how it went in school and I want to know what they learned. And I want to know all those things, those things matter in the same way that I want to know all the pieces and parts of my business. Okay. So if you haven't created that format, please do that. If you have a lot of different things that are happening in your business once you sit down and create the flow map,

which I would imagine You do. And you will probably be surprised once you create your flow map of all the pieces and parts that go along with your business. And you're gonna be pretty impressed with yourself and you should be. But as you sit down and look at that flow map now the next step is to create some operating procedures, so that you can quickly onboard people and teach them how to help you. When you hire a virtual assistant, for example, those are great things to give them. Okay, your business is going to expand it is up to you how big you want to make it. So never forget that. But ultimately, you will want a little bit of help in some capacity. All right, and so create the operating procedures that would be helpful for you to be able to hand over, maybe just start with what you think you're going to hand over first. Okay? But here's the other tidbit that I'll give you about standard operating procedures. The last thing that I have for you, and that is once you sit down and document a process or a flow or the way in which your business supposed to run from an operating procedure perspective, you may quickly find that once you write it down, it may not be the best one And so not only will documenting your procedures help you keep it all in one place and keep it consistent and help you onboard new people. But it will help you challenge the way in which you currently do things so that you can continue to become better and better and better. When it stays in our head. It's sort of easy to forget and not necessarily do it the same way consistently. But once you write it down, it's like our minds commit to that process. And so as you're writing it out, you may start to challenge the way in which you do it and immediately come up with a better way, which is fantastic, right? I mean, we always want to make our businesses better.

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So take the time,

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create your map if you don't have one, and then start with some of the key operating procedures that you think will help you just get some basics down. Maybe it will be helpful to train others and then ultimately it will help you become even more efficient.

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I hope this helps. Thanks.