

# Chaos to Greatness

CHAOS	MEDIOCRITY	EMERGING BUSINESS	GREAT BUSINESS	LASTING GREATNESS
<ul style="list-style-type: none"> <li>• Take Any Client</li> <li>• No Systems/Processes</li> <li>• Profit Negligible</li> <li>• No Value Proposition</li> <li>• Run Like Headless Chook</li> <li>• Owner Doing Everything</li> <li>• Family Member Doing Books</li> <li>• Owner Doing Lots Of Red</li> <li>• Tax Issues</li> <li>• No Business Plan</li> <li>• No Marketing Plan</li> <li>• Putting Out Fires</li> <li>• Reactive</li> <li>• Decisions Made On Price</li> <li>• Office Looks Cheap</li> </ul>	<ul style="list-style-type: none"> <li>• Some Systems</li> <li>• Owner On The Tools</li> <li>• Cash Flow Inconsistent</li> <li>• Beige</li> <li>• Unclear Pricing</li> <li>• Unclear Positioning</li> <li>• Possible Low Level Staff</li> <li>• Unclear Job Roles</li> <li>• Duplication</li> <li>• Things Get Missed</li> <li>• Profit Low</li> <li>• Owner In Red/Blue</li> <li>• Key Person Dependent</li> <li>• First Brick Wall</li> </ul>	<ul style="list-style-type: none"> <li>• Systems In Place</li> <li>• Functional Roles</li> <li>• Some Black Activity</li> <li>• Branding</li> <li>• Positioning</li> <li>• Referrals</li> <li>• Clear CVP</li> <li>• Outsource/Insource Red</li> <li>• Cash Flow Steady</li> <li>• Less Owner Dependent</li> <li>• Owner Free To Go Part-time</li> <li>• Owner Has Coach/Mentor</li> <li>• Business Debt</li> <li>• Second Brick Wall</li> <li>• Values Identified</li> </ul>	<ul style="list-style-type: none"> <li>• Systems Clear And Followed</li> <li>• Functionality Clear</li> <li>• Positioning Known</li> <li>• Branding Recognisable</li> <li>• Clear CVP</li> <li>• Owner Freed Up</li> <li>• Management Systems</li> <li>• Strong Distribution</li> <li>• Pricing &amp; Packaging</li> <li>• High Level Staff</li> <li>• Employer Of Choice</li> <li>• Financial Systems &amp; Reporting</li> <li>• Mature Business</li> <li>• Team Ethos</li> <li>• Advisory Board</li> <li>• Values Lived</li> </ul>	<ul style="list-style-type: none"> <li>• Good Systems Followed</li> <li>• Strong Culture</li> <li>• Inspiring Vision</li> <li>• Higher Purpose</li> <li>• Mentoring/Coaching</li> <li>• Development Plans For Staff</li> <li>• Good Profit</li> <li>• Good Cash Flow</li> <li>• High Performing Team</li> <li>• Talent Magnet</li> <li>• Professional Leader</li> <li>• Saleable</li> <li>• Other Business Opportunities</li> <li>• Succession</li> <li>• Debt Free</li> <li>• Full Board Governance</li> <li>• Contribute To Society</li> </ul>
OWNER'S FEELINGS				
<ul style="list-style-type: none"> <li>• Stressed</li> <li>• Pressured</li> <li>• Scared</li> </ul>	<ul style="list-style-type: none"> <li>• Pressure</li> <li>• Trapped</li> <li>• Apathy?</li> </ul>	<ul style="list-style-type: none"> <li>• Safe</li> <li>• Relieved/Relaxed</li> <li>• Energised</li> </ul>	<ul style="list-style-type: none"> <li>• Relaxed</li> <li>• Confident</li> <li>• Pay Back</li> </ul>	<ul style="list-style-type: none"> <li>• Proud</li> <li>• Satisfied</li> <li>• Fulfilled</li> </ul>