

Sink Handle Episode 41

Hello, everyone, and welcome to Episode 41. So whenever someone is looking for a plan for their business, how should I plan out my year, my quarter and next month? What should I do next? What should I prioritize? Like, how do I get anything down when I want to do all the always start out with a strategic mapping. This is the process that I learned in the Director of Operations certification. And I think it's incredibly valuable. I offer this in both are Get your act together strategy plan sessions. And also as a starting point for any long term work I do with any clients, if you're going to come on in an ongoing management kind of capacity, we start here, I think it's so valuable because it's a deep dive into the different areas of your business. And you find out like what's important to you what needs to be done. And then you create this plan for the next 90 days to accomplish those goals. So we'd love to do that. So we know everything that's going on in the business. So we can come in and get right to work. Or if you don't need us all the time. You can just get the planning sessions and then take that 90 day plan back and work on it yourself or with your team. The start of that process is mission, vision and values. I get a lot of pushback on that. People think I'm being old and stodgy sometimes or very corporate, or many think that mission vision values are only needed by large companies, small businesses don't need them. There's a lot of resistance sometimes. So we've talked about mission vision values way back when this podcast first started, but I kind of want to revisit it because I want to show you that mission, vision and values are really important to all businesses. I don't want you to think that they have to be some kind of crazy lofty goal. You don't have to save pandas or the rain forest, you don't have to cure cancer or invent electric cars or whatever it is, those goals and ideas can just be about your regular life, I want them to be very connected to you. So I want to go through this a little bit and kind of show you how important they are even for teeny tiny businesses.

So first mission, what is a mission statement? It's kind of a declaration of purpose. This is more of a public statement. You don't have to make them public but this is the one if you're going to make them public. This is the one you want someone when they read this mission statement to say, oh, that totally sounds like Kelly's business. It's who you are. What are you gonna do? The vision statement is the dream for the future. Where are we going? Where do we see this company in whatever I feel like online business is two years maybe where corporate would probably look out five or 10 years. This is where you can kind of create your ideal business. What do you want to accomplish? Like? What problems do you solve that kind of thing, that vision of where you're going, submission is who you are, vision is going to be where you're going. And then finally, your values. This seems like a silly thing to write down sometimes. But it's really, really important. And I'm going to show you why in a second. But first values are what are your beliefs? How are we carrying out that mission? Like where Who are we as people? Are we honest people? Are we loyalty people? Are we kind? Do we really think that treating our employees well is a really important thing? These kinds of things, like who we are and how we're going to function. This is what you're going to come back to when you're trying to make decisions about how to handle things. This will impact the way you think about who we are as a people kind of thing. It becomes almost like a moral compass as to how your company behaves around these kinds of held values. So why do I bring this all up? That's all sounds very corporate and Business School, right? But it's really important. And I've taken people through this exercise before and I actually had one of my

current clients told me after we went through it that she almost canceled her strategic mastering sessions, because she didn't want to do mission vision values. She thought it was only for big companies and it was a little woowoo and she was going to cancel. By the end of the first of the two sessions she was complete, she completely changed her mind. She was like this totally brings everything together. And I know where I'm going to go from here. So it's important to connect your business with where you want to go. It keeps you focused. If you say I am this thing, and we are going there, and we are these kind of people, it really narrows down how you will act and what you will do and what you pick, you are going to make much more intentional decisions based on what you want, instead of what others are doing.

Because in your industry, I know like online business world, you see, so many people like they sign up for a thing, or they have a new software or they start doing webinars or whatever the things are, you think maybe I should do those things. If you know where you're going, and what kind of business you want to have, you can make those decisions for yourself instead of kind of just following the herd. Another thing is saying out loud, what you're working for who you are all of that seeing all those things out loud, can really put a lot of things in perspective. If you're planning to build an empire, you may make very different decisions than if this is a side business. So you can pay for your kids preschool. deciding where you are going and what you are like, if your mission is to bring in enough money to help with the bills or pay for preschool, or any of the other things, that's your mission, it doesn't have to be saving rainforests, it can be as simple as the the whole job of this company is to do. What if it's just paying bills, that's okay. And knowing that, you're gonna say, I don't need a \$50,000 investment in a building, because it's not what my business does. My business is to bring in extra money. So I'm going to try to bring in money and keep expenses low. Whereas if you are trying to build an empire, with a whole bunch of things, and a huge team, you are going to make those bigger investments because those decisions will help get you where you want to go, you may need to buy \$50,000 worth of real estate rental expenses, or whatever it is. So that you can start out getting your whole team together having a place to be or a shop or whatever that is, they're going to be very different decisions based on where you want to go and who you are. So starting out by actually saying out loud, what you are, where you're going is a huge help in making those decisions. And not veering off the path 1000 times. Also, mapping this out will help you getting help. It will help you with hiring. If you know that you want to build a team, you want to build a company, it's much more intentional, but the values here will come in huge. When you know the values that you want in your business, the values you hold dear, you're going to look for people that fit those values. And when you are working with other people that really have values that are aligned with you, working with them is so much easier. If you have ever worked with someone whose values completely don't align, like you're the most honest person ever, and they are not, or just whatever, they don't align, you're always bumping heads, you're always arguing there's always this tension. But when you find people who have the same values as you, it's so much easier to get along. Also, it's this it's so much easier to see the future together, you kind of have that same vision you can move together, it's so much easier. So how do we get this done? So in our sessions, we always start with mission vision values, because everything else really is built on those, I usually ask that a little workbook is filled out, it's got a bunch of questions to kind of get your mind working. And sometimes you kind of need to think about this a little bit like what do I do? Sometimes we got into this business, and we were so excited to get going and to just bring in some cash and to be making money and we kind of forgot why. So sometimes it's really just great to take a breath, and really think through

it. So I usually do that before we get on a call. So that kind of time to think about everything and get some ideas together. And then you just start working through those questions. It's basically who we serve, and how we serve them. The What do we do? How do we do it? Who do we do it for? What makes you stand out? That's all about the mission statement. And then vision. Where do you see this company going? What's that kind of future look like? And then values like Who are we and how do we treat people? How do we treat the environment right? That can be a huge If you want to build a sustainable business, so all of those kinds of things and work out and then try to condense it down to basic statements, doesn't have to be four words, but definitely not six paragraphs. You also want to be very specific. And that will scare everyone. No one likes to niche down.

Everybody likes to just help everyone, but it's not helpful because you're never really sure of what's going on. Don't say you want to help female entrepreneurs and their businesses, there could not be a more vague statement. What kind of female entrepreneurs? Are they coaches? Are they course creators? Are they accountants? Are they? Do they have shops? Are they knitters, right? Like all these different kinds of things? I help that person? And then the whole part of like, help their businesses? How do you help them? Are you in tech? Do you help them fix their computers? Are you in food service? Do you make them sandwiches? Like, what do you do? So who do you do it for him? What do you do? What is that? Don't be so vague, really think about it? And that's going to scare a lot of you. But what kind of work? do they do? What are their interests, all that kinds of that is going to help you nail it down. Because if I say to you something about female entrepreneurs to help their business, you have absolutely no idea who I am or where I'm going. So really try to figure out what you think. And I want these to sound like you. Not a poster with an eagle soaring above it. I mean, unless that's your thing. But these should be exciting and dynamic. Not I believe what like get into it. It doesn't have to be in any format. It can be whatever you want it to be, I want you to think like there's no rules to this. There's no corporate checklists, there's nobody coming in to grade you on this. I would rather see you work through those kind of questions in your head of who we are, where we're going, and what kind of people are we as a company, I get the idea behind it. So that you are clear, it doesn't matter the words, it's more the clarity that I really would like you to have. Because that is going to help you with planning and decision making. Remember, these are just tools to help guide you in your business. No one's grading you. They don't need to sound lofty. Remember, you're not saving pandas. I will also say that if you have a team, share these with your team as well. And they can be part of that process of trying to figure all this stuff out how, how are you going to build it, but share them with your team. Either way, either you do it and share them or have their input. It's a powerful way to show who you are. And also to show them what they're working toward. Bring them into that vision. Even if it's you have a small bagel shop, and you're like what the hell like Kelly has nothing to do with me? Well, maybe you want to grow, maybe you want to grow revenue, maybe you want to have different products. What do you want to do? What where do you want to go with this? Bring your team in and show them because they get really excited to be part of something. And when you tell them what they can be part of, they're gonna join it. And you can get a lot of this kind of mindset, in just a teeny little business, just like a one person business, even if it's just you telling yourself where you're gonna go. It's really, really helpful just to have that plan. And finally, you can update these whenever it's necessary. I would find it helpful to at least revisit once a year. But if you In the meantime, have found something that's going on in the world, like Black Lives Matter or something with women in the workplace, or whatever it is, if you find something that's going on in the world that has an important value that you are realizing is very important to you.

Or that has always been important to you personally, but you'd like to bring much more into your business, then revisit these, go through those questions. Again, figure out who you are and what you're where you're going. And include that this time. And then see how that works out. These are changeable no one is critiquing these unless you ask someone to these are really, really just tools to help guide you. So I would love for you to take the time and just lay it out. Work it out in your head and then write it down. Writing it down is very, very powerful. Because it when you think you have it all in your head, and then you have to write it down in a sense. You have to make decisions. If you like you think you know it all. And then when you write it down, all of a sudden, you're not so sure what you meant. And then you have to get a little bit more clarity. Write it on a piece of paper, shove it in the back of your planner or whatever, but I want you to get that clarity write it down and be a lot more clear. If you need help with this process, we would love to help you. Reynoldsobm.com you can schedule a discovery call right there, it's free. And we can get all set up for this either with our Get your act together sessions and get that 90 day plan strategize out or just working with us in general. We would love to talk to you. I love making plans for people to set up a discovery call if you need help. We're always here to help you. And I will talk to you guys next week.

Thanks for joining me this week on the Sink Handle podcast. I can't wait to do all of this again next week. Make sure to visit us at reynoldsobm.com for the show notes on anything we talked about today. If you love or you mostly like the show, please subscribe and rate us on iTunes so we can help more people avoid the Sink Handle.