

**How to Build a Business that  
can **THRIVE & SURVIVE**  
without you**

By  
**Jim Roman**  
Business Development Expert

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*Jim Roman*  
Business Development Expert

Today

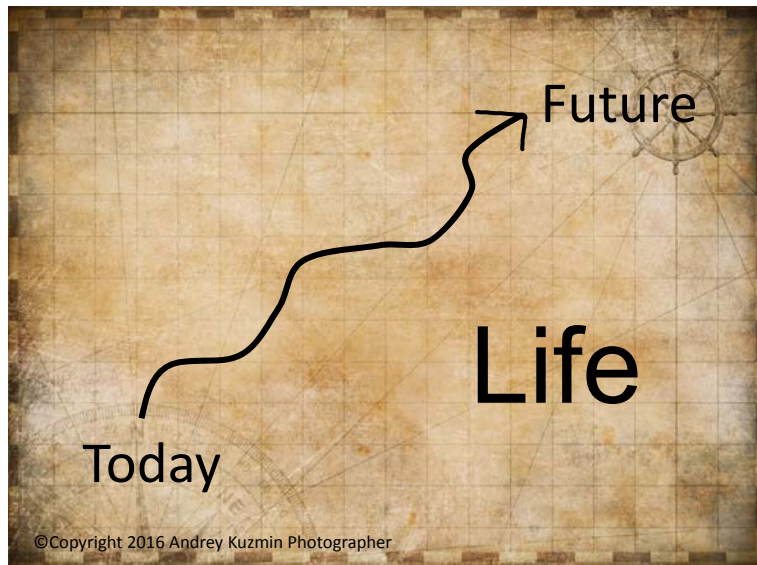
**Stages of Business  
“Ownership”**

**Creating a **BALANCED**  
Business**

**Tips & Tools**

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**Why this topic is  
important to  
me?**

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**Let me ask  
you a  
question?**

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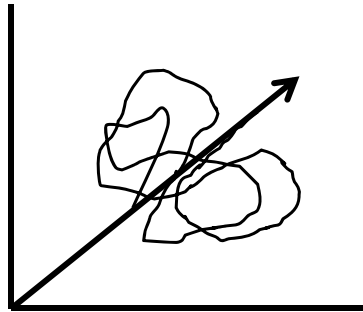
**If you were to STOP working  
today, how long would your  
business run itself?**

**Would it grow?**

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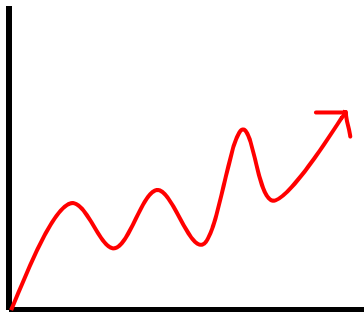
# In Growing a Business



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# In a lot of cases



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# Sound Familiar?

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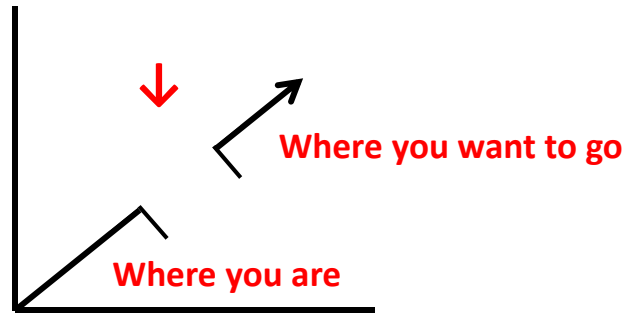
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# Why?

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## There's a GAP



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# What can you do about that?

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# First, Understand Where you Are

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## Stages of Business “Ownership”

-by Mort Murphy & John Heenan

# Broke Or Really Broke

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## There are 9 Stages to Business “Ownership”



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## Stages of Business “Ownership”

**Stage 1. Concept** – This is definitely one of the most enjoyable stages. There is great fun and great enthusiasm. This is all about creating the vision.

**Stage 2. Start-up** – Trying to turn the vision into reality. The biggest challenges are trying to source funds and get it all together.

**Stage 3. Survival** – **Outside funds have dried up.** The business must quickly start generating cash by bringing in paying clients. Quiet desperation sets in – **“I never knew it was going to be this tough”**

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## Stages of Business “Ownership”

**Stage 4. False Stability** – The business is **generating enough cash** to survive. The owner is paying the bills. Everything in the business depends on the owner. However, s/he is so relieved to have survived that s/he breathes a deep sigh of relief. **The challenge is the business is about the owner, if they stop the business stops.** The conundrum they find themselves in is hiring another person to take their business to the next level and having the revenues to pay them

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**Stage 5. Growth – Gaining Momentum**– Business is thriving and sales are increasing. The owner is a “Hands-on” manager. S/he is drawing an income; however, s/he has no time to enjoy life. Owner realizes we need to put in systems and processes to stabilize the business.

**Stage 6. Expansion – Growth Beyond Capacity** – Both sales and the business expand. The owner operates on a basis of management by “walking around”. Owner has a great standard of living. But if s/he is away for a week, the whole place is in turmoil. The owner is exasperated because of conflict of having to be in the business and not having the time to enjoy the lifestyle created. Quiet desperation undermines owner’s confidence, and they feel s/he can’t get out from under it.

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## Stages of Business “Ownership”

**Stage 7. Entrepreneurial Euphoria** – You’re on a high, systems are in place, the next successors are being picked. The major responsibilities are making sure the processes and procedures are being followed. The **challenge is will management follow “the plan.”** They still think about the business when taking time off.

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## Stages of Business “Ownership”

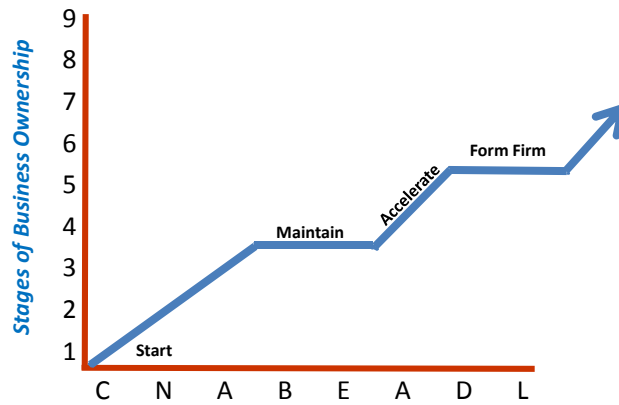
**Stage 8. Maturity** – **Enjoying the fruits of your labor** – Owners have full-time management in place. Life is now rosy. They can enjoy the fruits of their labor. They can finally give themselves permission to do what they love to do in the business or take time off if s/he wants. Owner can now do what s/he wants with the business: sell, franchise, relax or retire –not worry about the day to day running of the business. His/her only responsibility is to provide vision to the business. Free at last to do what s/he loves to do.

**Stage 9. Succession** – Owner has successfully passed on the business to the next set of owners and is completely free of the business and has the wealth to enjoy the lifestyle s/he wants!

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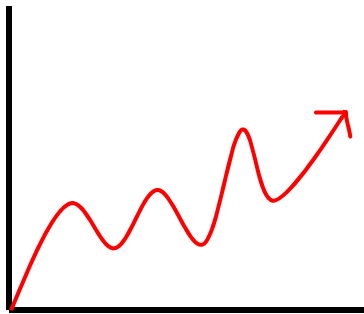
## Stages of Business “Ownership”



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## What can you do to change this?



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## How do I Bridge the GAP?



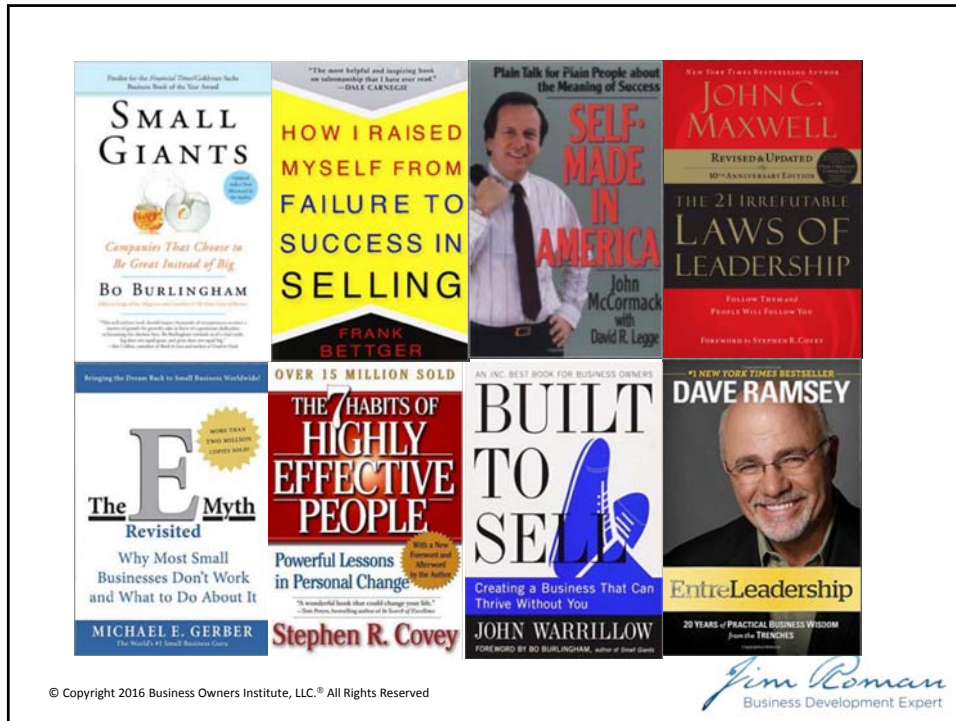
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## Create a more **BALANCED** Business

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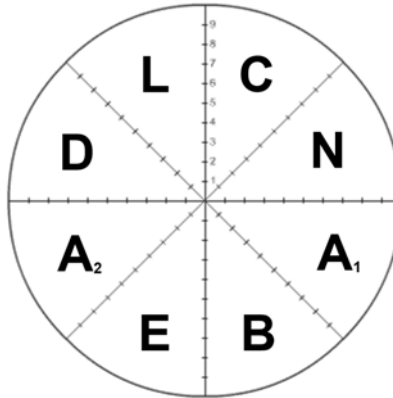
## How BALANCED is your Business?

**B**lock Timing  
**A**cquiring Clients  
**L**eadership  
**A**utomatic Processes  
**N**umbers  
**C**larity  
**E**mployees  
**D**elivery

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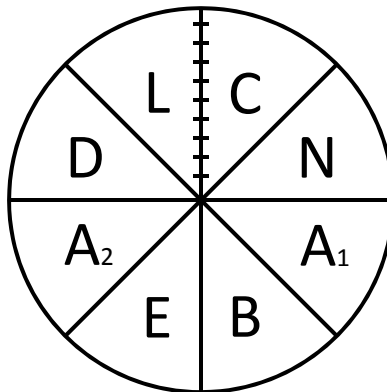
# How BALANCED is your Business?



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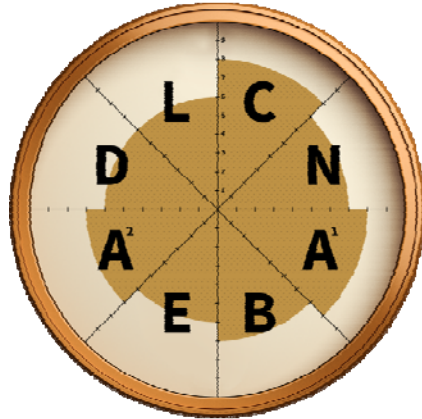
# How BALANCED is your Business?



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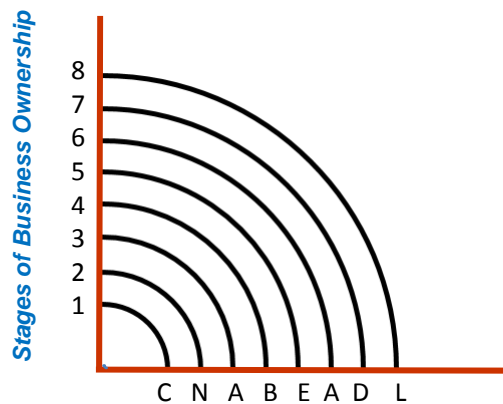
# How BALANCED is your Business?



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## What we found was:

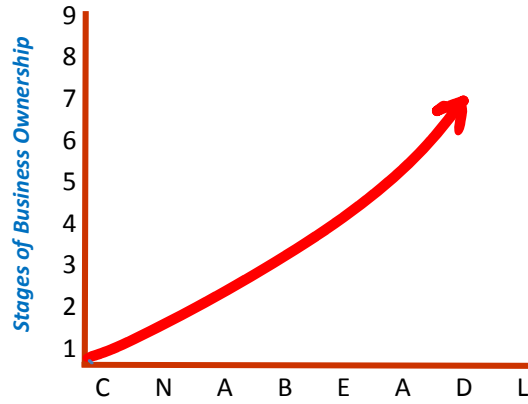


*Putting Processes in Place*

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## Stages of Business “Ownership”



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## Where would I start?

# Clarity

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What can you do Next?

# Understand what **DRIVES** you and **YOUR Business?**

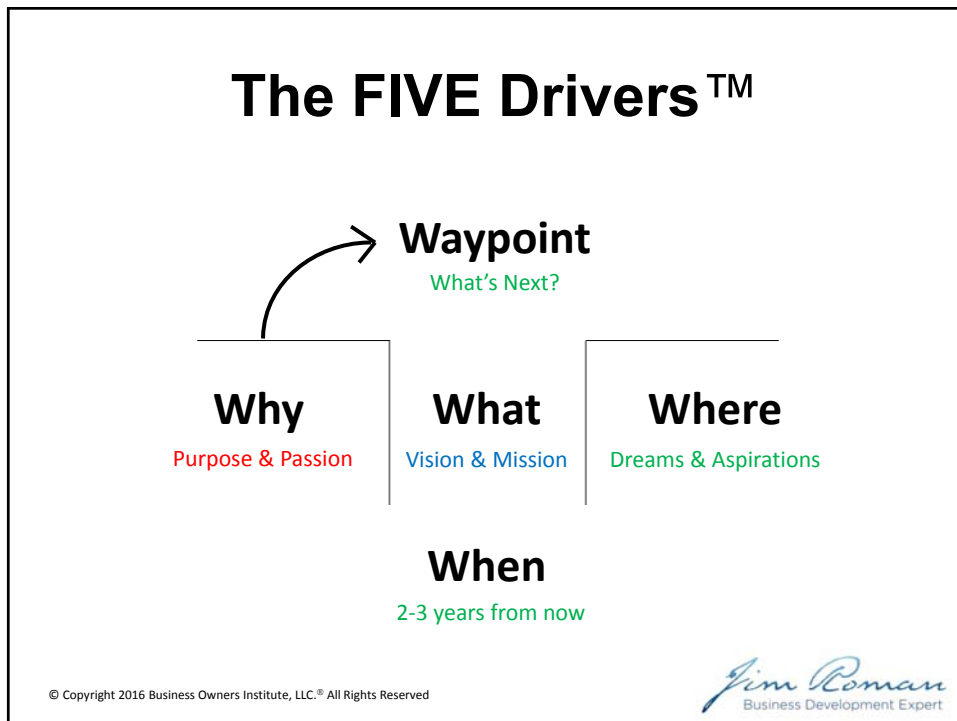
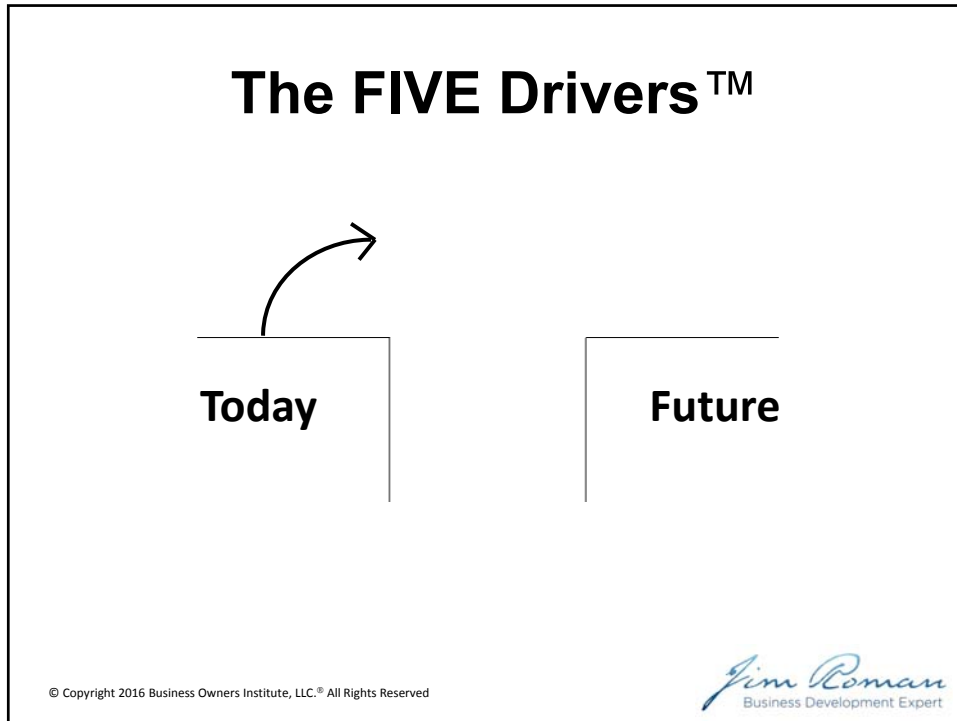
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# The FIVE Drivers™

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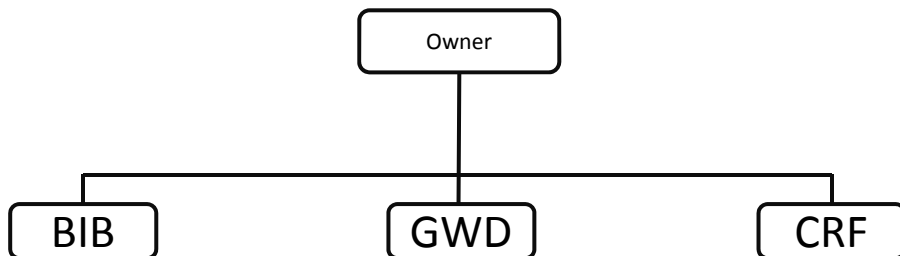
What else can you do?

# Organizational Structure

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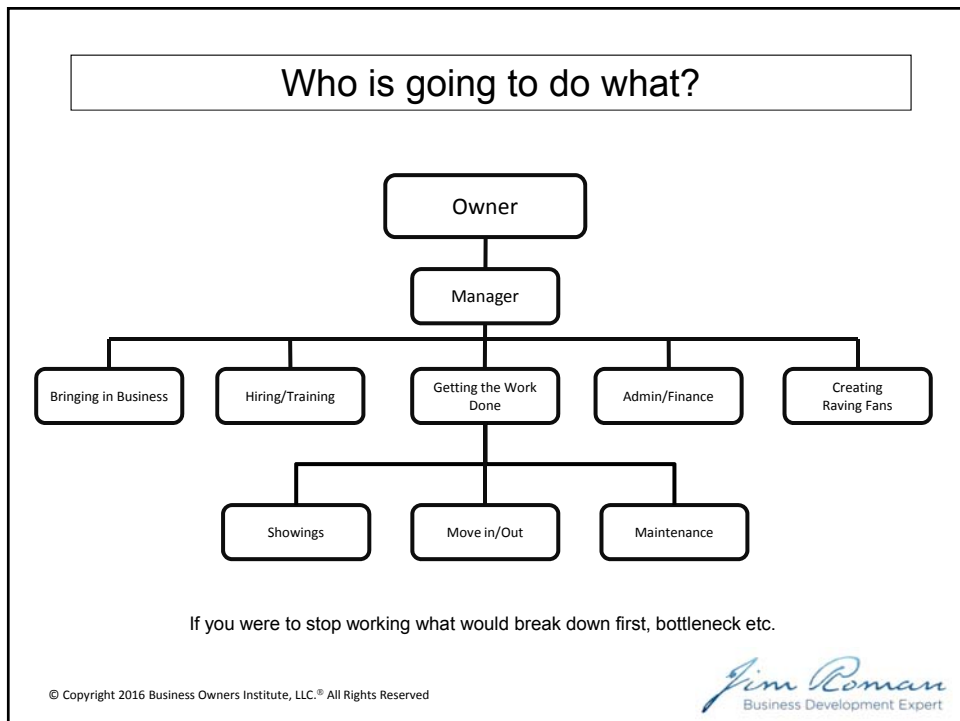
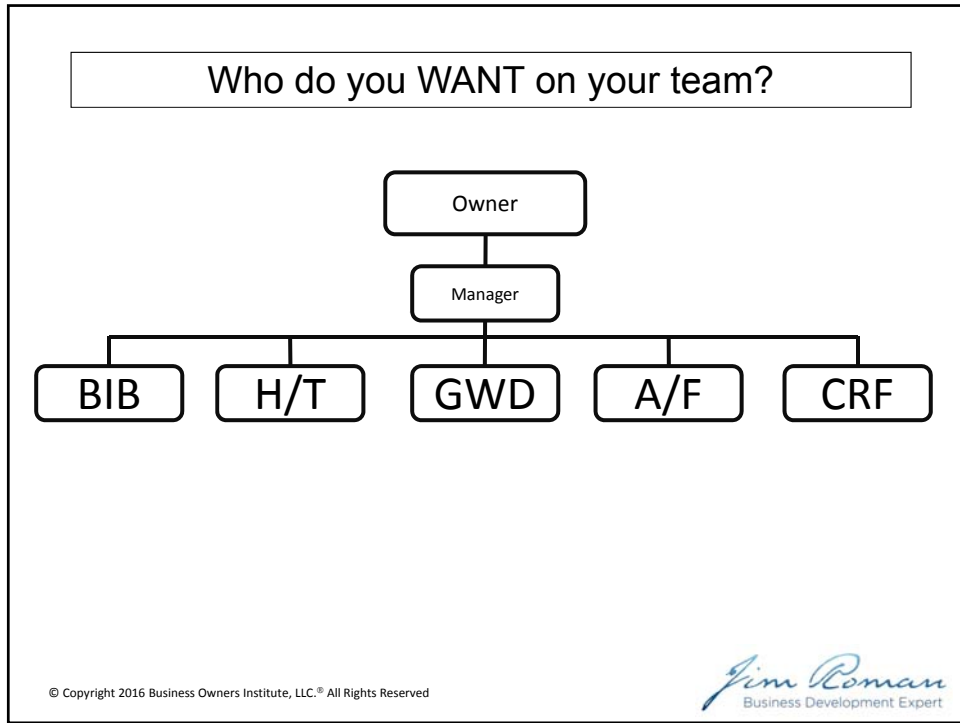
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WHAT do you want it to look like?



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**The less YOU do,  
(delegate)  
the more valuable  
your business!**

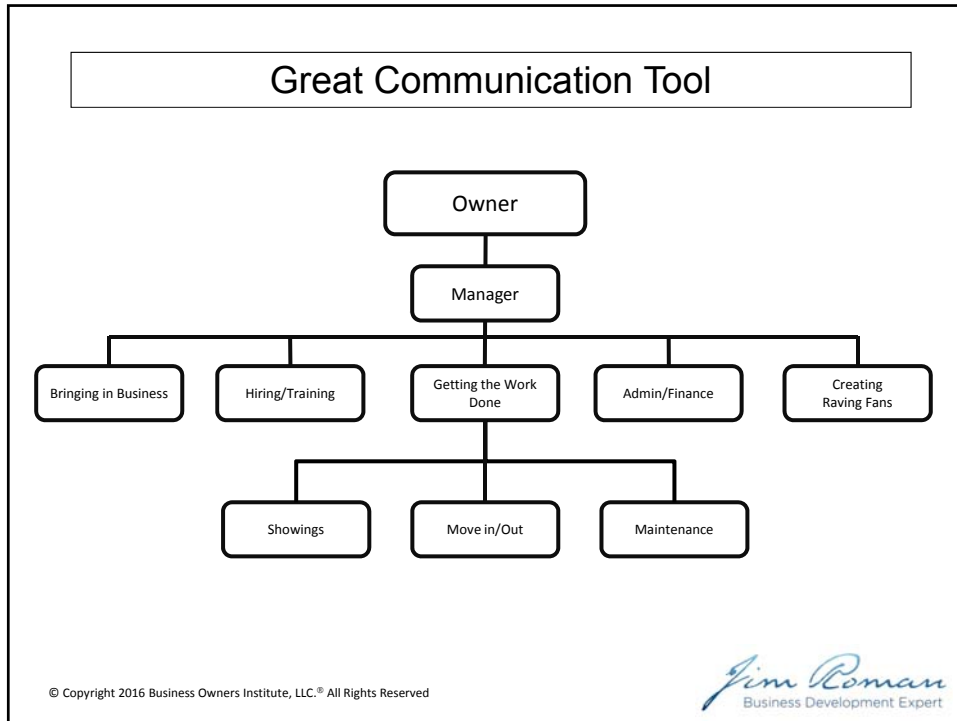
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**One more thing**

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What would I want to know?

**Numbers**

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What would I want to know?

# Acquiring Clients

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What would I want to know?

# Block Timing

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What would I want to know?

# Employees

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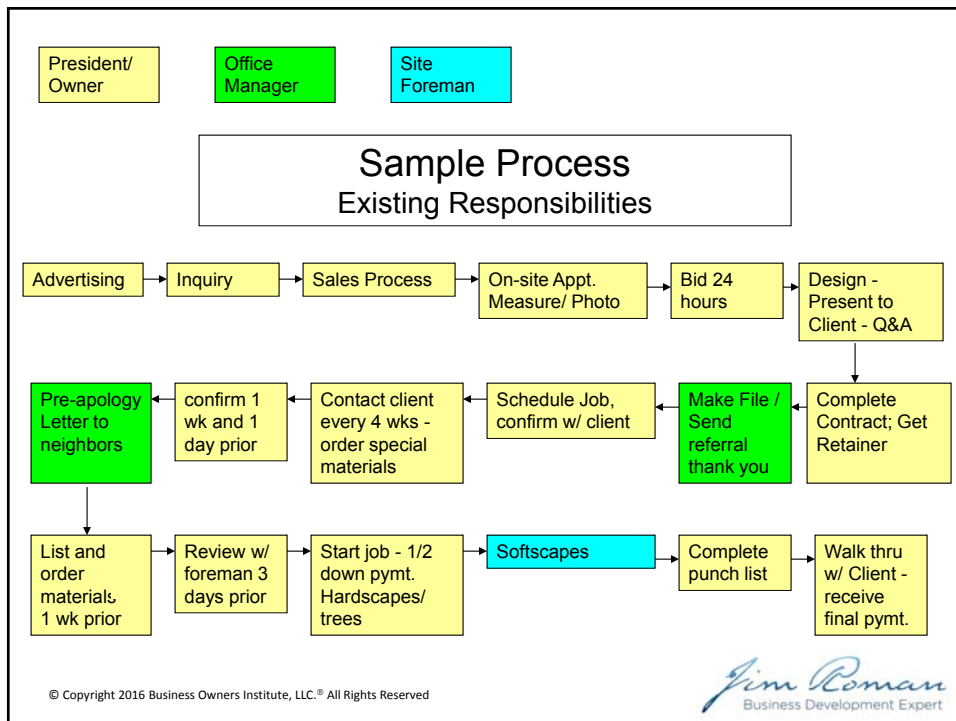
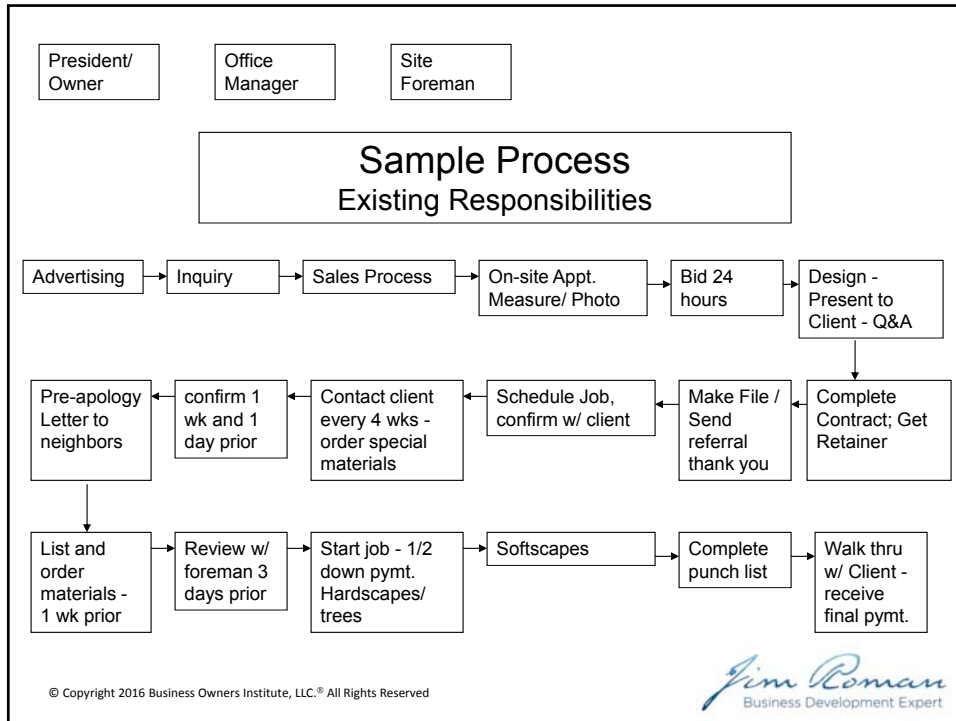
What would I want to know?

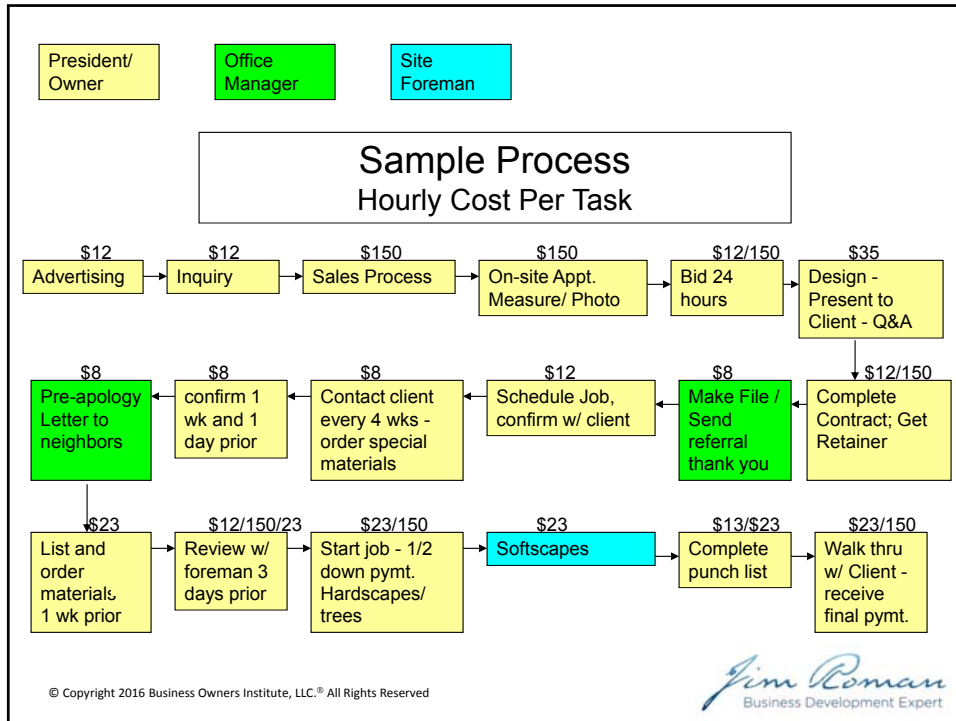
# Automatic Processes

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# What would I want to know?

# Delivery

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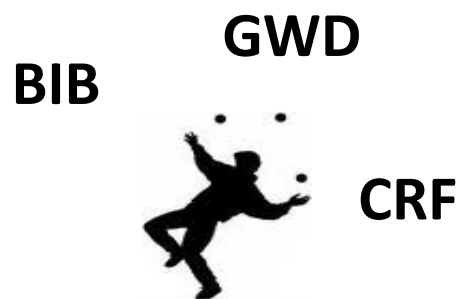
What would I want to know?

# Leadership

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It can be a juggling act!



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# To Recap

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## Recap

### **Stages of Business “Ownership”**

### **Creating a BALANCED Business**

### **Tips & Tools**

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# Questions?

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# Thank You

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Business Development Expert

## Contact Information



WEB | [www.JimRomanOnline.com](http://www.JimRomanOnline.com)



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Facebook | BusinessOwnersInstitute

Phone: 804-938-8326

[JimRomanOnline.com/BrokerOwner](http://JimRomanOnline.com/BrokerOwner)

Questions – [www.AskJimRoman.com](http://www.AskJimRoman.com)

Email: [JimRoman@JimRomanOnline.com](mailto:JimRoman@JimRomanOnline.com)

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## Notes

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