

MAKING TIME TO STARTUP OR SCALEUP YOUR BUSINESS

THE IDEA & STRATEGY SHEET (I.S.S)



PREPARATION

Like most things a little preparation and perspiration is needed. For this, all you need to do is start listening to other business owners and perhaps even asking questions on what it involved for them to startup and scaleup and documenting it down.

Remind yourself frequently what your Why is and use this to motivate your I.S.S.

I also highly recommend you speak to friends and family who support your move and get their insights too. It's much easier to think outside the box when you're not personally involved and although you may not implement everything they may suggest, you'll be surprised with what can be thrown into the ring from an innocent comment of remark from them.

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

Steve Jobs, Co-Founder, Chairman and CEO, Apple





IDEA
TECHNOLOGY
VISION
CONCEPT
RISK
STRATEGY
INNOVATION
FUTURE
BUSINESS
SOLUTION
PLAN

WHO NEEDS THIS?

It doesn't matter where you are in your business, starting out or scaling up; you sometimes have to take on a lot of things in order to achieve your goal. If you're a Sole Trader or a small business with minimal staff then you're most likely wearing a lot of hats too. Time management is typically poor in a startup and scaling up can get messy as you're moving over systems and processes. To overcome this you need to build a Strategy that works for just you and your team / business.

Over the last few years I've been extremely lucky and have been a part of several distinguished teams and have of course scaled my own business up. I have been using this system for quite some time now personally and also sharing with my collaborators, now it's time I share it here.

THE IDEA & STRATEGY SHEET

Getting Started:

Get down everything you feel you need to do and achieve in order to reach your goal of either starting up or scaling up your business. Don't just put "website" for example, put down all the elements that goes into creating a website including, copy, images, sitemap, domain, hosting, etc.

THE IDEA & STRATEGY SHEET

Get Prioritising:

Your tasks to complete could take several pages - especially if you're looking to plan longer term (which I would advise - at least 6 months). Strategy is built to bend however, that's why forward planning is so important.

Colour Coordinate:

Now colour your tasks in the following manner:



= Tasks that can easily be completed by you in the next 2-4 weeks



= Tasks that need further input like you completing a course or having a mentoring session. i.e. Setting up an accounts package, bank account.



= Tasks that you need to complete in detail and hand over to someone else to complete in full. i.e. Setting up a website, branding with a graphic designer.

Build a Strategy

I would suggest you create this "sheet" in Google Docs. Then you and your team have access any where and at any time and this means it's a little safer from getting lost or damaged. Try and set a reminder in your diary to save it regularly as well so that's not all of your hard work and ideas are lost if it gets deleted or "misfiled" at some stage. It does happen, take my word for it.

The great thing about this Idea & Strategy Sheet is its flexibility. You can add to it at any time, adjust your timelines and move your priorities as you close off and complete your tasks.

Now all you need to do is diary your tasks to make sure they get the time they need to get them completed. I use Google Calendar, which is free and available on every type of smart phone and also on your laptop too. You can add your team to it for free as well.

HOW I CAN YOU MAKE THIS WORK FOR YOU AND YOUR BUSINESS?

If you would like to better understand how to make this work for you and your business and would like to benefit from some 1:1 accountability, support and training then visit this [website](#) link to learn more about the course I provide.

Melanie



*My Mission is to empower all
business owners to manage their
own Social Media and time better*