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SMME Clinic Masterclass

PRESENTATION TITLE

Mohamed Majapa

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SMME CLINIC
Practical Business Remedies



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HOW TO MAKE SURE YOUR BUSINESS WORKS WHEN YOU CAN'T

“If I decided to step away from my business for a day...or a week...or even a month, with little to no involvement, what would happen?”

- (a) My business will still thrive
- (b) My business will merely survive
- (c) My business will suffer a catastrophic failure
- (d) What business!



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For a business to function with minimum or no involvement from you;

It must be intentional > Set goals & Identify who you truly are

Become Redundant & Replaceable > Map Daily Operations/SOP and assess “key man risk” and factor in succession planning early

Embrace Technology > Adopt tech and identify crucial KPIs



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KEY STEPS



Business Operations

Customer Discovery; Customer Acquisition & Customer Retention are the core of your business existence. *Document your ways!*

Day-to-day operations is what determines month-on-month/year-on-year performance. *Map them!*

Know your Customers and how they receive value from your team.



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Business systems & processes

Embrace technology, it's no longer an option not to

Understand your processes first before implementing systems

A more comprehensive system means more efficiency

Is it making you money? Is it cutting down your cost? Is it making you more efficient?

It's less about the system and more about managing change in your team



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Operational Independence

Be mentally prepared for redundancy

Use correct tools; Track correct metrics

Take a step back slowly and see the effect of your distance gradually.

Recruit, Train and Build leaders across the team.

Insist on accountability at all cost!



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Experiences, Questions and suggestions



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Thank You!



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