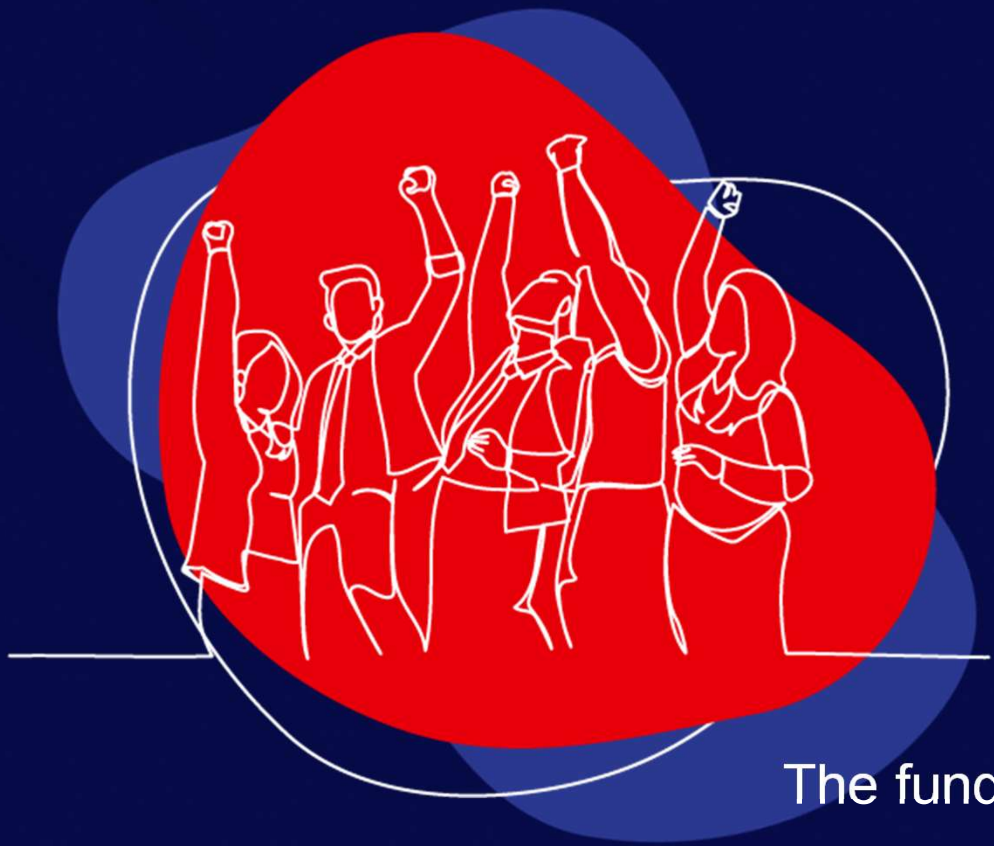

SMME Clinic
Masterclass

Four Steps to Fortune

Anton Ressel – ARC Consulting

The fundamentals of building a business that lasts

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Clinic with Purpose
Putting you in control of your development

SMME CLINIC
Practical Business Remedies

"It's not about ideas. It's about making ideas happen."

– Scott Belsky

ANTON RESSEL is an award-winning business development coach, consultant, strategist and mentor with a special focus on social entrepreneurship, youth and women-owned businesses, personal development and business strategy.

Anton is the Director of ARC Consulting, the Strategic Head for SME Support at Fetola, the Head Coach for the SAB Foundation Social Innovation & Disability Empowerment Awards, and the Entrepreneur in Residence for the Booking.com Hospitality Growth Programme.

He has consulted on, designed and implemented business and economic growth programmes and projects for Old Mutual, Transnet, the Norwegian Government (NORAD), SAB, Edge Growth, Fetola, The Embassy of Finland, FNB, JP Morgan, CDI, PetroSA, Sanlam/ASISA and many others.

SOME QUESTIONS TO CONSIDER:

1. How can we build a business that thrives?

2. How can we speed up our growth?

3. How can we create appropriate opportunities at the right time?

4. How do we ensure that our business lasts for the long-term?

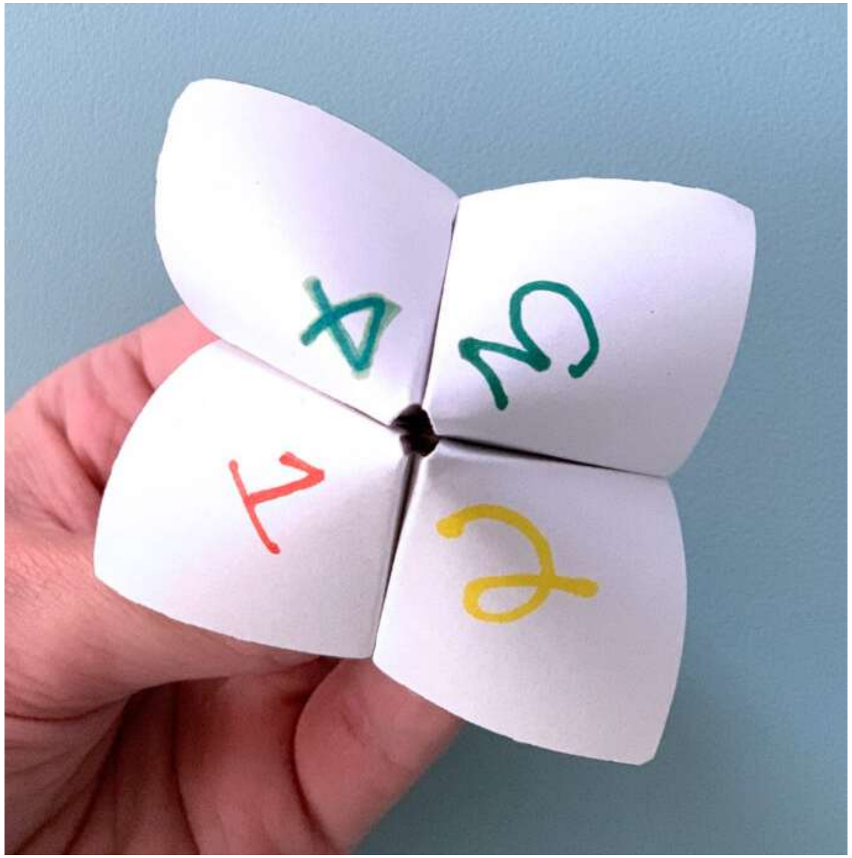
Four Steps to Fortune

1. Build a strong Vision of success – Personal & Business

2. Plan for a long business life – 100 Years!

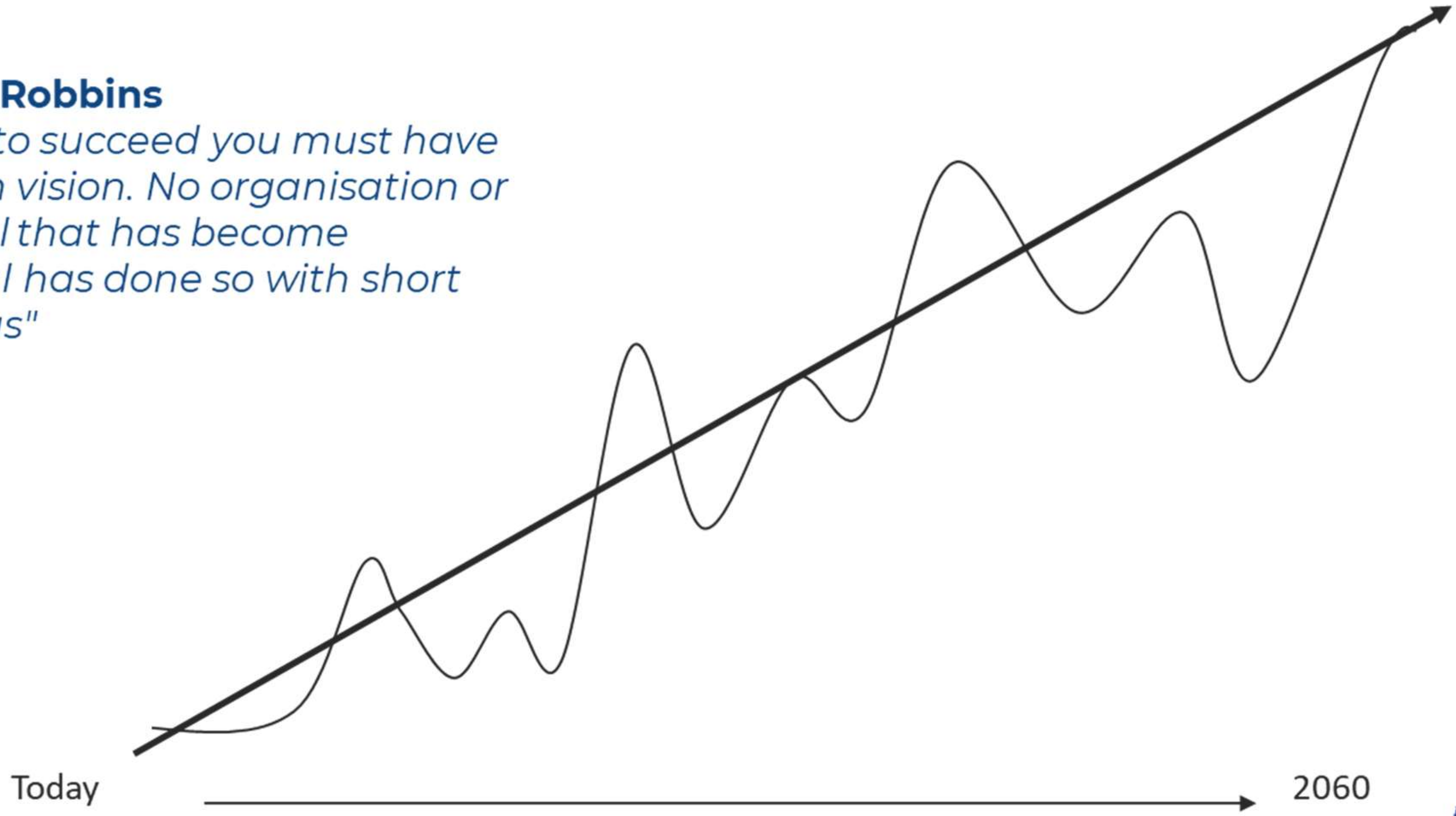
3. Prepare for growth – replicable systems & processes

4. Create access to resources



Step One – Building a Vision of Success

Anthony Robbins
"In order to succeed you must have long term vision. No organisation or individual that has become successful has done so with short term focus"



A clear Vision is like a rallying cry for any business

1. It answers the question “Where are we headed?”
2. It expresses where we want to see ourselves & our business in the future
3. It is short and to-the-point (One or two sentences MAX)
4. It comes from a place of personal resonance
5. It is NOT a marketing slogan or tagline

When done properly, a clear Vision will:

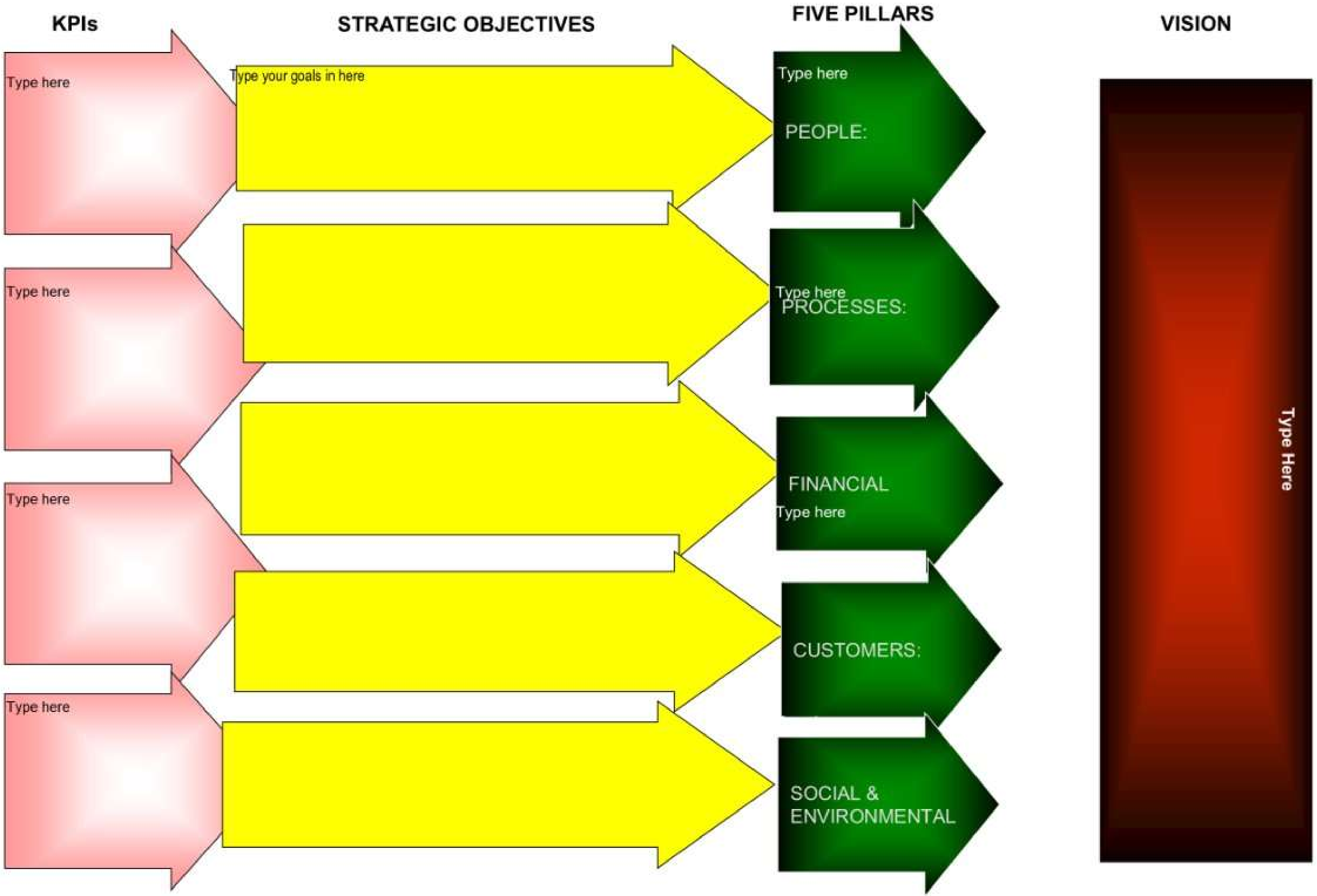
1. Inspire you & your and team to give your best, especially when times get tough
2. Provide a moral and strategic compass on which to make decisions
3. Support clear long-term thinking
4. Align personal & business visions of success
5. Help new team members & stakeholders understand the goal

Step Two – Plan for a long Business life

- What is the one thing we can all count on in 100 years?
- Strategic Action Plan – tight, focused, action-based. accountable
- To exist in parallel to a more detailed Business Plan, where necessary & appropriate

Done right, a strategic plan helps:

- Set goals and provide a benchmark against which to measure your progress
- See the business as bigger than any one individual
- Prioritise what is really important
- Address the strategic direction of the business holistically


KPIs
STRATEGIC OBJECTIVES
FIVE PILLARS
VISION
Type here
Type your goals in here
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PEOPLE:
Type here
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PROCESSES:
Type here
FINANCIAL
Type here
Type here
CUSTOMERS:
Type here
SOCIAL &
ENVIRONMENTAL
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FETOLA

Step Three – Prepare for Growth (systems & processes)

- Good systems are visible & replicable
- Good systems are not dependent on individuals for their proper functioning
- Good systems are clearly defined and documented
- Good systems separate the start-up from the serious, successful business
- Increasing relevance of sustainability & circularity

Systems & Processes are the building blocks of growth

- A system is a **collection of interrelated processes or assets** that work together toward a central goal.
- Processes within a system are the more linear **step-by-step collection of tasks** that take you from point (a) to point (b).
- When creating or optimizing your systems, look out for:
    - **Repetitive tasks**
    - **Time-consuming tasks**
    - **Tasks that aren't in your zone of genius**

- **A growth system** should be designed to optimize and build your visibility & brand recognition.
- **An operations system** is a framework for your daily business tasks like client onboarding, admin, production, HR etc.
- **A sales system** is how you sell your time or products - this includes things like webinars, sales calls, social selling, and tracking all of these.

Assess your current systems

- What are you doing well?
- What can be improved?
- Are you using the best tools for this process?
- Can any steps be removed or automated?
- Is the right person doing the work?
- Is this system/process/task necessary for your larger goal?
- Is this process a good use of your time?

Step Four – Create Access to Resources

The faster the growth, the more resources are needed to sustain that growth. You need to consider:

- Staffing needs
- Financing needs/cash flow – pre & post investment support
- IT & infrastructure needs
- Equipment & transport needs
- Stock for busy times, seasonal peaks etc

Don’t become a victim of your own success

You minimise the risk of lacking the resources you need to scale by focusing on:

- Maintaining effective financial records from Day One (or near to that)
- Investment readiness – making yourself investable
- Well trained & motivated staff – HR processes & a clear succession plan
- Using the latest technology to streamline operations & minimize waste
- Growing your networks & brand visibility
- Market access – building strategic partnerships, offtake agreements

Recap – The Four Steps to Fortune

- 1. Build a strong Vision of success (business, individual)
- 2. Plan for a Long Business Life (100 years)
- 3. Prepare for growth (replicable systems)
- 4. Create access to Resources (finance, skills, markets)

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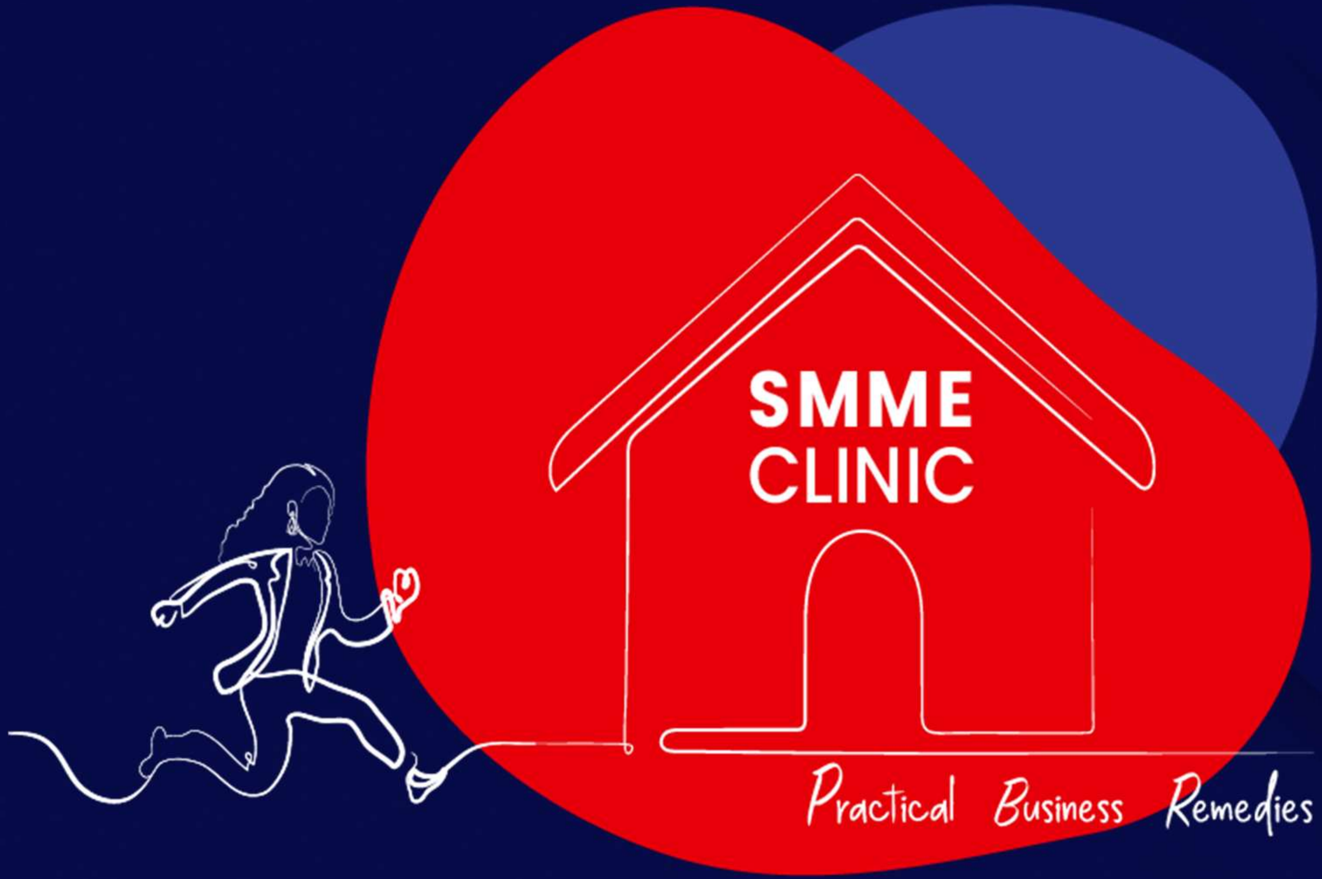
SOME PEOPLE DREAM OF SUCCESS, WHILE OTHER PEOPLE GET UP EVERY MORNING AND MAKE IT HAPPEN.

– WAYNE HUIZENGA

Thank **You!**



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