



The 7-Minute MBA

By

Mike Hayden

Senior Management Services
650 Castro St. Suite 120-480
Mountain View, California 94041
(408) 817-5684

<http://www.seniormanagementservices.com>

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7-MINUTE MBA TRANSCRIPT
and
PLANNING WORKBOOK

I hope you are off to a great start for this year! I know... you cringe every time you think about your New Years resolutions. I know how you feel. But I know you want to get the most from your career, department, and business.



But how?

You don't realize it, but in the next few minutes you're going to learn how to accelerate your achievement by answering 10 important questions.

I know you're **overwhelmed** with all the information and Internet advice. I know you want a simple, direct, proven system that will work for you - a quick and easy road map.

In the next 6 minutes, I will give you the ingredients for **your** road map.

Mike Hayden

PS: Click below to get the audio

<http://www.seniormanagementservices.com/mp3files/7MinuteMBA.mp3>

QUESTIONS	NOTES / IDEAS
<p>QUESTION 1</p> <p>Does your business depend on extraordinary people?</p> <p>If your business success depends on extraordinary people, it cannot be duplicated -- its not duplicable!</p> <p>Sooner or later you'll have problems because your results depend on specific extraordinary people. Let me explain.</p> <p>Great businesses depend on systems, not extraordinary people. You can duplicate systems, but not extraordinary people.</p> <p>If your business can't duplicate salable results, it won't survive.</p> <p>Duplication is Nature's Law of Survival.</p> <p>Extraordinary people don't build great businesses. Ordinary people build great businesses by producing extraordinary results using a duplicable system.</p>	

QUESTION 2**What are the Basic Ideas for building a successful, duplicable business?**

It's impossible to produce consistent results in a business that requires extraordinary people. Let's examine why...

(Typically, a team of "All-Stars" produces **mediocre** results.

Why? Because, instead of using a **proven system** -- everyone tries to be the BIG star!)

To solve this problem, develop a result producing system ... a **SYSTEM** that **amplifies ordinary skills and abilities** into **extraordinary results**.

Therefore ...

... Don't waste your time looking for the best widget maker.

Instead, develop a widget making **SYSTEM** that ordinary people can use to produce **extraordinary widgets**. Predictably. Affordably.

... Don't look for the best accountant.

Develop an **accounting system** anyone can use. Predictably. Affordably.

... Don't look for the best salesperson.

Develop a **sales system** ANYONE can use. Predictably. Affordably.

... Are you beginning to see how this works?

QUESTION 3

What are the Basic Rules for building a successful, duplicable business?

- Your business must stand out as a place of **impeccable order**.
- All work must be documented in **Operations Manuals**.
- Your business must provide a **uniformly predictable service** to your customers.
- Your business must be operated by people with **minimum appropriate skill levels**.
- Your business must provide a **consistent image** -- a consistent standard for color, facilities, and dress.

I'll explain more in the next sections.

QUESTION 4**What is your Vision Statement?**

- Develop (write down) your organization's BIG IDEA, for example, “*When it absolutely must be there overnight.*” Based on delivering your BIG IDEA:
- Document (write down) your
 - Organizational Structure
 - All accountabilities
 - Strategic Accountabilities
 - Tactical Accountabilities (results, work and behavior)
 - Information Structure, including filing and retrieving

Now that you have your vision statement, here's my next question:

QUESTION 5

What are your Objectives to achieve your Vision Statement?

- Develop (write down) your **Personal** Objectives
- Develop (write down) your **Strategic** Objectives
- Develop (write down) your **Tactical** Objectives
- Develop (write down) ways for everyone to have **FUN!**

Are you beginning to see how you can use this material?

QUESTION 6**OK, What is your Situation today?**

For example, you may not have documented one or more of the following:

- Organizational Strategy
- Organization Chart
- Positions
- Accountabilities
- Action Plans
- Filing & Retrieval Strategy

QUESTION 7

How did you get into today's Situation?"

- You may have Focused on the Commodity instead of the business
- You may have Rushed to Market
- You may have Lost your Vision and your BIG IDEA

... Remember this, **better**

commodities don't make **better companies!**

Are you starting to see the light? I hope so.

QUESTION 8**What are your Options?"**

You can focus on your **Commodity**.
This is a **major mistake** for a couple of reasons, because you will:

- Lose your BIG IDEA ... AND then ...
- Your Entrepreneurial Dream will become a nightmare!

... OR ...

You can focus on your **Business**.
Why is this important? You will:

- Energize your BIG IDEA ... AND then ...
- Your Entrepreneurial Dream will become your BIG IDEA!

Sink or Swim! (Take your pick.)

QUESTION 9

What are your potential Costs?"

Of course, developing your job, department, or company takes:

- Time!
- Dedication!
- Persistence!
- Money!

... Like everything else of value! So
What!

You have everything to gain!

QUESTION 10**What is my recommendation?"**

- Develop, document (write down) **everything**
- Document all accountabilities in **Position Contracts**, as opposed to typical “job descriptions.” These **contracts** should include for each position:
 - **Strategic** Objectives and
 - **Tactical** Objectives in terms of Results, Work, and Behavior
- ... And then you will energize the BIG IDEA!
- Start NOW!

IN SUMMARY:

"If you want to grow your job, your department, or your company... why not follow other's successful experience?" Can you learn from others' successes?

Get the support you want from Senior Management Services and our weekly FREE Profitable Venture Tactics eZine!

Best Regards,

Mike Hayden

Slightly famous author of The Ultimate Career Builder

<http://www.SeniorManagementServices.com/ultimate-career-builder.html>



CONGRATULATIONS!

To claim your Prize - to help you get organized - go to

<http://www.seniormanagementservices.com/OBS-chapter-request.html>