

PART 1:

AUDIT + FIXING / OPTIMISING

QUESTION 1:

What can hurt your business in the next 12 months?

Review this list of suggested items, or add your own.

- _____ • Rushing my Proposals
- _____ • Not putting enough information into my proposals
- _____ • Choosing the wrong clients
- _____ • Not knowing what's wrong or what needs fixing in the business because I don't prioritise time to work on the business
- _____ • Making excuses
- _____ • Thinking that everything is OK
- _____ • Doing the same things I've always done
- _____ • Not asking for help or striving to be better
- _____ • Not seeking out people that are where I want to be and learning from them
- _____ • Thinking that things will just get better the longer I'm in business
- _____ • Not understanding my true financial situation
- _____ • Not pricing my projects accurately
- _____ • The designers and architects I work with having business or personal issues and shutting down
- _____ • The designers and architects I work with not completing plans in a timely manner
- _____ • Not checking the quotes I get back from trades and suppliers before putting them into my Proposal
- _____ • Me getting sick or having an accident
- _____ • Someone in my family getting sick or having an accident
- _____ • A member of my team getting sick or having an accident
- _____ • Not understanding the clients expectations
- _____ • Not understanding the project well enough to price it correctly
- _____ • Not enough experience in the type of projects I'm taking on
- _____ • Not setting clear expectations with clients at all stages
- _____ • Not setting expectations with the designers and architects I work with

QUESTION 1 (continued):

What can hurt your business in the next 12 months?

The list continues ...

- _____ • Not understanding how the designers and architects I'm collaborating with work in regard to timelines and information they provide
- _____ • Unexpected changes in the industry and not keeping up to date with them
- _____ • Not enough site supervision and relying on my Contractors to do things correctly and to code
- _____ • Not taking responsibility for what my site teams are doing
- _____ • Not providing the correct information to site team, contractors, suppliers, clients
- _____ • Unusual amounts of wet weather holding my projects up
- _____ • Clients pulling out of projects during our PAC Process due to unexpected situations or health issues
- _____ • Clients not getting finance or being able to fund the project
- _____ • Unexpected costs coming up
- _____ • Not putting enough cash aside for unexpected situations
- _____ • Work trucks or equipment failing.
- _____ • Not introducing myself to neighbours of our projects early enough for them to have confidence in us
- _____ • Failed relationships with clients.
- _____ • Failed relationships with neighbors of our projects
- _____ • Failed relationships with staff
- _____ • Failed relationships with contractors or suppliers.
- _____ • Failed relationships personally
- _____ • Not understanding Workplace Health and Safety requirements
- _____ • Staff leaving
- _____ • Contractors leaving
- _____ • Contractors doing unsatisfactory work on previous projects and having to fix it at my costs.

QUESTION 1 (continued):

What can hurt your business in the next 12 months?

The list continues ...

- _____ • Taking on projects that will have issues in the future from poor design decisions
- _____ • Not having enough experience with new materials and having problems with them after projects are finished
- _____ • Not scheduling projects at all
- _____ • Not scheduling projects efficiently and losing money from lost time or extra charges from contractors
- _____ • The economy changing and affecting my clients
- _____ • Interest rate increases forcing my clients to not go ahead
- _____ • Interest rate increases forcing my clients to reduce their project spend during the PAC Process delaying or affecting our work forecast and cash
- _____ • Not putting enough time into my Proposals and missing things that will cost us money
- _____ • Not knowing my role in my business
- _____ • Making assumptions about costs such as supervision, my salary and carpentry
- _____ • Not tracking costs on projects, preventing me from having reliable data and accurately pricing future projects
- _____ • Not reviewing my overheads regularly so I know I'm covering them on every project
- _____ • Not understanding who our perfect client is
- _____ • Spending money on things that aren't important
- _____ • Not taking ownership of everything
- _____ • Not taking responsibility for everything that happens to me
- _____ • Not identifying when and who to make the business more efficient
- _____ • Not having clarity around roles and responsibilities of everyone in the business
- _____ • Being stuck in my own head
- _____ • Telling myself the wrong stories
- _____ • Wasting time on things that aren't important or adding value

QUESTION 1 (continued):

What can hurt your business in the next 12 months?

The list continues ...

- _____ • Not talking to my team and understanding more about them and their needs
- _____ • Not making sure final approved plans match my proposal, especially if designers and architects have shown rendered pictures
- _____ • Not making sure clients understand that rendered pictures provided by designers and architects are not a true reflection of what the finished project may look like
- _____ • Being complacent
- _____ • Not being aware of the people around me and how I'm affecting them
- _____ • Not reviewing project forecasting regularly enough and turnover causing issues with my builders license
- _____ • Not doing enough personal development
- _____ • Not putting in enough effort
- _____ • Not improving our business systems and processes
- _____ • Not understanding the true financial situation of the clients going through our PAC Process
- _____ • Not requesting proof of funds to cover the contract price from clients prior to starting
- _____ • Making assumptions about the business
- _____ • Making assumptions about my team
- _____ • Making assumptions about what clients want and know
- _____ • Not understanding the contracts I'm using
- _____ • Not following contract guidelines and clauses during the build
- _____ • Not getting variations signed off prior to doing the work
- _____ • Not understanding the money the business is making and how much tax I have to pay
- _____ • Not putting money aside for tax and GST
- _____ • Not updating the business insurance policies
- _____ • Not setting up things so the business can operate without me

QUESTION 1 (continued):

What can hurt your business in the next 12 months?

The list continues ...

- _____ • Not keeping up with technology in the industry
- _____ • Thinking that I'm not responsible for what's on the plans, I just build it
- _____ • Understanding my business risks and responsibilities
- _____ • Not doing enough quality control and checking work on site
- _____ • Not educating my clients on latent conditions and how our company deals with them
- _____ • Taking my foot off the gas, stopping my marketing and running out of work
- _____ • Not educating our clients on our handover procedures
- _____ • Letting clients move in prior to payment of final invoice
- _____ • Not having a system or process to deal with defects during construction
- _____ • Not having a system or processes to deal with defects after practical completion/
handover
- _____ • Not understanding cash flow and living beyond our means
- _____ • Taking on too much work
- _____ • Taking on projects that my team can't handle
- _____ • Letting my ego make decisions
- _____ • Not listening to my gut instincts
- _____ • Not getting rid of team members that are affecting the culture I want to have
- _____ • Not knowing when to say no
- _____ • Using new trades or suppliers that we don't have a relationship with
- _____ • Someone hurting themselves on our job sites
- _____ • Getting hacked on social media
- _____ • Getting bank accounts hacked
- _____ • Losing digital files or office information from our computers getting hacked
- _____ • Bad publicity
- _____ • Not having weekly site meetings with our clients
- _____ • Not doing meeting minutes for all meetings
- _____ • Not getting meeting minutes signed off

QUESTION 2:

Review how badly these items can hurt your business in the next 12 months.

Rate each item you've selected in QUESTION 1 on a scale of 1 to 10 as to how badly it can hurt your business in the next 12 months. (Use the line to the left of each item to write your score).

>>> 10 is diabolical ... you'll end up living in your car

>>> 1 is minor impact ... you can deal with it within 48 hours

Ask:

- how bad is it?
- will it really affect you?
- do you have a system or structure to overcome it?
- can you create a system or structure to overcome it?

QUESTION 3:

What's your outlook? Spend some time writing below.

Review your view on the world, life and business. Think about the language you use, the way you talk to others and yourself.

Is it:

- generally positive?
- do you have a growth mindset?
- do you have self-trust?
- are you grateful for what you have?
- do you feel resilient?
- do you believe in yourself?

Or is it:

- generally negative?
- focussed on scarcity and lack?
- critical and judgemental of others?
- insecure?
- fixed and rigid?
- regularly complaining or making excuses?

QUESTION 4:

What are your 5 biggest obstacles or hurdles?

These will generally be the things that you fear, and that you steer away from. And when you push through the fears, that's then where you'll have the biggest growth and make the most money.

This is not about punishing yourself. It's about being honest with yourself about where things are at so you can create a plan to improve it (yourself, with help, etc).

Are these a weakness? Do you need to upskill yourself? Are you making it a bigger deal than it needs to be? Are you using it as an excuse rather than seeking help or know-how to overcome it?

Here are some examples ...

- Your mental health > guard it vigilantly - like a fortress.
- Not knowing your numbers > not smart enough, don't want to do it
- Not scheduling > haven't been taught, don't realise the importance of it
- Communication > speaking and listening
- Marketing > being visible
- Design > not understanding its value for long term lifestyle
- Building Codes and Standards > responsibility and importance

CHECKLIST FOR GUARDING YOUR MENTAL HEALTH Not feeling great?

Ask yourself ...

- have you got off social media / devices
- avoided watching the TV / the news
- connected with family and friends who aren't energy vampires?
- been in nature?
- had good sleep?
- eaten good quality, nourishing food?
- stopped drinking alcohol?

QUESTION 5: DAYS 0 to 60

Your next 60 days. Stop avoiding. Start fixing and optimising.

In the next 60 days, fix everything that's not working, and optimise what is already working to work better. No new things.

- stop thinking you always have to be doing new things
- focus on what is not working right now Why? What does it need? Who does it need?
- start with identifying top 3 and write them below

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PART 2:

BRAINSTORMING + SETTING NEW GOALS

QUESTION 6: DAYS 61 to 120

Your next 60 days after your optimisation / fixing period is your transformational period.

You've spent the last 60 days figuring out what is wrong, and getting it ticking along.

Now, come up with 5 new ideas that will increase growth and development. These could be things like ...

- understanding your numbers more
- getting new clients
- increasing turnover
- setting profit goals
- improving marketing
- increasing / changing team
- developing systems and processes

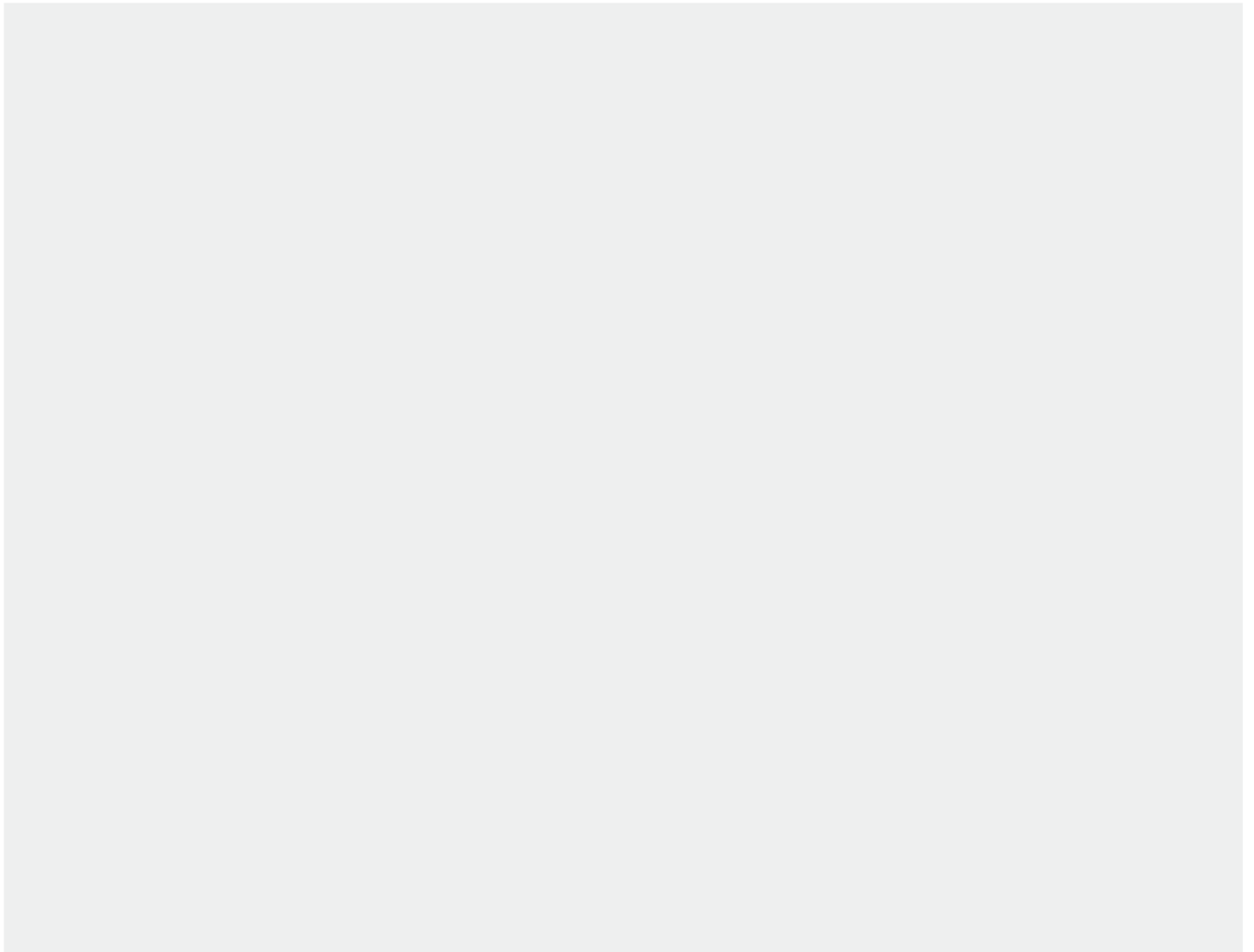
Stop relying on referrals. Figure out how to implement things that will help you with the obstacles you've previously identified.

QUESTION 7:

Now plan for anticipated growth

If your business was to double or triple tomorrow, what would you need in place? You've identified some ideas for growth and development. So now, spend some time visualising and thinking about this, and then write out some action steps to achieve those ideas you described in QUESTION 6, relating to areas such as ...

- team
- insurance
- cashflow
- systems
- mindset
- training



QUESTION 8:

Create a **STOP / START / KEEP** doing list

Based on your growth ideas, what do you need to STOP doing to move towards your goals? What do you need to START doing? And what do you need to KEEP doing or KEEP in your business? Remember your value, and the value of your time and your expertise.

STOP

START

KEEP

QUESTION 9:

Now you know what you have to STOP doing, who will do it instead (so you have time for the things you have to START doing)?

Write down a job description for the person or people who would do the job you currently do. Who would replace you and what would their job description / descriptions be? It may be multiple people and roles. (Your business can't grow if you're stuck in the weeds).

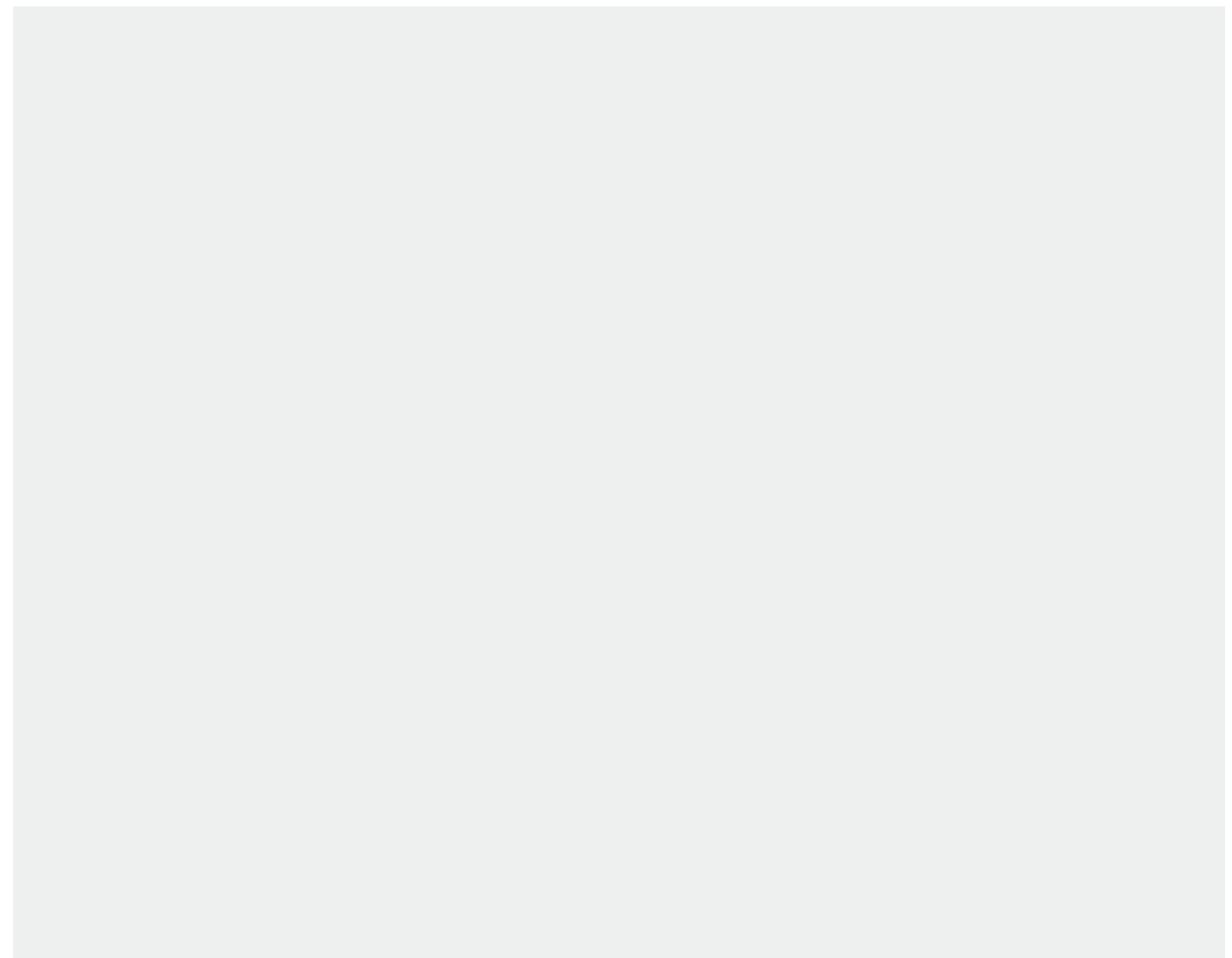
QUESTION 10: Cost the next level.

Identify the financial costs of your 'next level'. This can include:

- the cost of delivering on your 5 big new ideas and your 60 day transformational period
- the cost of the person you employ to replace you
- other purchases you want to make or work towards

Check out the Training Session inside ELEVATE delivered by Duayne and Amelia called 'Your Current + Next Level Financial Position' for extra support on this.

Put data into your Overheads Calculator to experiment with the figures and costs.



REMINDERS

At all times, ask yourself where your focus is. Focus on what is bringing money and growth into your business. For example ...

- committed clients
- paying clients
- committed team
- consistent approach

Once you put your foot on the gas with that focus, don't let off ... even if things look different. You don't want a business that's starting and stopping. Always ask 'what am I making myself busy with?' Is it moving you towards your goals?

ABC to achieve the outcomes you want [JT Foxx]

A for AMBITION > how do I become the best version of myself

B for BELIEF > believe in myself to achieve

C for CHANGE > how you change is how you succeed

5 moves for success [JT Foxx]

1. Move up ... get more valuable
2. Move in ... create relationships with clients
3. Move ahead ... get smarter and grow your own knowledge and experience
4. Move aside ... going wider, understanding your niche, attracting the right clients
5. Move brands ... create and grow your brand, get more noticed

Review ... what do you do when times or things get tough?

- who are you talking to?
- where do you turn?
- what information do you consume?
- do you disengage altogether?
- are you helping or harming yourself and your mindset with how you respond to tough times?

Are you giving yourself permission to be your best self? Know yourself. Take ownership.

"If you continuously compete with others, you become bitter.

But if you continuously compete with yourself, you become better."

- Unknown