

BUSINESS MADE EASY[!]



Episode 27

Become The CEO In Your Business

Full Episode Transcription

Have you joined yet?

The Business Made Easy Facebook Business Community

www.businessmadeeasypodcast.com/community

G'day, g'day and welcome to another episode of the Business Made Easy podcast where we make business easy. Jason Skinner, your host here, for another week of the show. And I hope you're doing well out there, wherever you are in the world in business, I hope it's pumping along for you. If it's the first time you're joining us here on the podcast, welcome to the show. I'm so glad you're here, and you've found us. Don't forget to hit the subscribe button if you haven't on your favourite listening device. There are all sorts of different ways you can stream and download the podcast these days. So be sure to hit that subscribe button so that you get the regular weekly shows as they come out.

If you have just joined us, the show is really about growing and scaling businesses, and helping business owners to have a better life in business, achieving their goals, and really just stop the business from taking life from you, which it can do without keeping your eye on it. We share ideas, from marketing to management, to financials, all sorts of stuff to help you in your day-to-day business. So thank you for joining us and welcome to the show. For those of you who are returning listeners thank you also for tuning in. We've got a great show lined up for you today, full of value that is going to help you to free up some time.

And today's episode, speaking of today's episode, comes from one of our listeners, one of our members of our Facebook community. We're having a discussion over there about things that people needed help with in their business right now. And one of the questions that came about was how to become more of a CEO-like person in your business and treat your role in the

business more like a CEO, which I'm going to talk about today because I've got some great things and tips to help you to achieve that outcome.

If you're not a member of our Facebook group yet, you may want to do that by going over to www.businessmadeeasypodcast.com/facebookgroup. It's a free group for entrepreneurs and business owners who really want to grow and scale their business. Really supportive community over there, we've got everyone from automation experts, to marketing experts, to ... Oh geez, there's a whole range of people in different faculties of business. So feel free to jump over there. www.businessmadeeasypodcast.com/facebookgroup. And we can help you out over there. Love to see you over there.

But today, I've titled today's episode, Becoming the CEO in Your Business. And the idea of becoming ... I guess what we're going to talk about is why it's so important that you as the business owner assume a role, take the role of CEO in your business. And I'm going to give you tips and strategies and practical examples on how to adopt this CEO mindset and approach to running your business.

And before we get into the how-tos if you like, I thought it might be an idea to look at exactly what is a CEO. When we're talking about a CEO, what do we mean by a CEO of our business? And basically, CEO stands for Chief Executive Officer. So if you think of the CEO of a big, public company, they're the top of the tree. They're the executive leader, the administrator in charge of managing the organization, and I guess the responsible head reporting back to the owners of the business who are the shareholders. So it's a really important role. But what you'll note with a CEO role is that they don't

typically ... you don't find them down on the shop floor actually doing the actual transactional stuff, the actual, hands-on, day-to-day, labour stuff. The CEO is more sitting outside of that day-to-day operation and looking in at the business rather than sort of being in the business looking out.

So I guess one way to sort of think of this is, picture a large tin can, one of those big pineapple tins. So typically a CEO would be ... And that tin is your business. Everything about your business is inside the tin. A CEO would be sitting outside of that tin, looking at the complete tin and the complete picture in business. Whereas if you're not the CEO and you're just adopting a traditional sort of sole-trader mindset, or entrepreneurial startup sort of mindset, or a technician mindset I guess is probably a better way to look at it, you'd be inside the tin, in amongst it all.

And that's the difference between working in your business, inside the tin and working outside, working on your business, which is outside the tin. I want you to have that as we go through today's episode. I want you to have that mindset. If I say you're working in your business, you're inside the pineapple tin. If you're working on your business, you're outside the pineapple tin and you're looking back at it. I apologise in advance for that analogy. I don't know where I got pineapple tin from, but anyway. We'll go with it. Pineapples, pineapples and I. I'm in Queensland in Australia, and there are lots of great pineapples here. So maybe that might be where it came from, but you get the picture, whether you're inside or outside. The CEO is typically outside the tin, working on the business.

Now, why is this important to you as a business owner? I want to just make something clear here before we get too much further. The things that I'm going to talk about today are appropriate and applicable to your business whether you are a sole trader on your own, so you're just working on your own or you may have just started your business that these things apply to you. You can be the CEO. And they also apply to you if you've got staff, and you might be a well-established business, but you're still finding yourself working a lot, stressing a lot, and not really getting too far with things. What I'm going to teach you today really covers all gamuts of businesses. So whether you're online, physical bricks and mortar doesn't matter what it is, service business. This same mindset approach to business really can make a profound difference. I've seen it work, it's a principle that I adopt in my business, and it works a treat.

And it's important because when you're working in your business, inside the pineapple tin, you don't have a clear perspective on where things are with your business as if you're outside the tin, working on the business. Because you're in amongst it, your head's down, you can't see, you're down in the tin. You can't see outside of it. But when you're working on it, you can. You can see everything, you've got a good, clear vision. So that's the very first point is that with a CEO role mentality, the way you approach it, is you have greater vision and greater perspective on what's going on around your business, what's coming up in the future, where you're heading. All those sorts of things, these are the types of qualities that we see typically with a CEO mindset.

You learn how to get things done without you having to do them because you're not in the tin, you're outside the tin. You can't do them, someone else has to. So you have to find another way to get that stuff done. Whereas if you're in the tin, you're the one doing it. You develop systems, and procedures, and checks, and balances that are reporting back to you with what's going on in the business so you can make decisions. You can make informed decisions when you've got this CEO mindset. If you're stressed and working in the business on the tools all the time, head down, you can't make those informed decisions because you don't have time. You haven't even got time to prepare the information, let alone have a look and analyze what's going on at a deeper level. So very, very important from a CEO perspective that you're getting that information, those information systems are feeding back to you.

Your responsibility increases because you have to get things done when you're a CEO. Remember what I said, the CEO is reporting to the shareholders of the business. So you've got a responsibility. You're now in charge of this corporation, or this business, and you have to ... this pineapple tin if you like, apologies for keep going back to that but it just seems to make sense. You're in charge of it for the owners of the business, of the tin. So you're charged with that responsibility to make that thing hum along and sing. You might be the owner, you might be one and the same, but they're two distinctly different roles in your business. So just keep that in mind. Just because you're a sole trader, don't go, "Oh, well I can't be a CEO because I'm a sole trader, I own the business." These are two very distinct roles and we'll get to that a little bit further as we move along. So keep that in mind. Don't go, "This doesn't apply to me because I'm the owner and the CEO." They are

distinct, separate roles that I want you to formulate in your mind so that you can work towards this.

And a very important point is that ... I've had people say, "Well I can't be CEO. There's just me. That's only for large businesses." But what I want to make, one very, very important point, is that a large business, a big business, is only a small business that has done the right things. And that includes what I'm teaching you today. This is a really, really important mindset and concept things you get in your business. A large business, a large company, is just a small company that did the right things in the right way, had the right people doing them. So just keep that in mind as we move forward.

As I said, your responsibility increases because you're responsible now to the owners, you're responsible for the business performance in this role of CEO. You're like a custodian. It's like someone came ... If someone came to you and said, "Look, here's" ... And again with the pineapple tin analogy, "Here's the pineapple tin. Here's my pineapple tin. I want you to look after it, and I want you to make sure it stays fresh, and everything goes well with it, and it's just the best ever. And I want a return on this at some point in time." That's the CEO. That's the role. Now if you jump in the tin and start doing all the things yourself, then you're going to go back to the owners and say, "Oh I'm sorry, I really haven't looked after this the best way."

So let's just take a look ... I hope that paints the picture of what a CEO is and why it's important that we look at this role within our business. Again, whether you're a sole trader or whoever you are, it really is important that you look at this. And I'll go through some tools, etcetera, to help you to

petition these roles in your mind, and in your business as we get towards the end. So stay with me.

But before we do, let's have a look at typically how a business starts. If you think back to when you started in business or you're maybe just starting out in business, what usually happens, typical business happens is we have somebody that knows something about something. We have somebody who knows how to make widgets. A carpenter knows how to build homes or construction work. They are the technicians, they are the person who knows how to do that. Or you might have someone who knows how to sell widgets. They know how to fix widgets, might be a repairman. A plumber knows how to fix plumbing. Whatever it is. A barista knows how to make coffee. But what typically happens is when we get to that level, we then think the next logical step would be to buy a business or start a business doing those things. Now if you know how to make widgets, you build a business and start a business making widgets or repairing widgets. Whatever your expertise is, generally the next transition is usually going into a business of that nature.

And what then happens is basically if you think about starting up in business, you get excited, and you're passionate, and you're energetic, and you want to get out there. This business, "I'm going to have the best widget-making business in the world, and I'm going to set the world on fire with my widgets." You go and get a logo design, you're excited about it all. It's all going to move in the right direction. You may need to buy some equipment to set the business up and usually, this is where the first major hurdle happens is because you need to maybe borrow some money from a bank to fund the

purchase of this ...or to start this business. For most decision-making, that decision making time, the problems start to snowball from there really.

You go out, you're excited. As I say you've got your equipment. The funding from the bank might not be ideal, but you don't know really. You haven't sort of stopped to look at it. All you were interested in was getting the money to buy the equipment and get going. And then you get busy. You get racing out there, and you want more customers, and you want more clients to buy your widgets. You're busy, but you're still enjoying it.

Michael Gerber describes this beautifully in his book, *The E-Myth*. If you haven't got a copy of it yet, I'll put a copy link in the show notes where you'll be able to get it. It is a must-read for anybody in the business. And a lot of the concepts that I'm talking about today are based on this teaching as well. But you need to check that book out if you need further information.

As we get further into our business, and we get more clients, and we're getting more customers, we start to run out of time and things start to drop off, and we've got so much work now. Then all of a sudden you get a phone call from your accountant and your tax returns are due. But you haven't done any paperwork because you've been busy doing the widget making, or the widget fixing, or widget selling, whatever it is you're doing. So that's what I mean when you're down in the pineapple tin. You're down in there, you're working away. The accountant rings and you need to have all your bookwork in because the tax department and the IRS is chasing you for your records. And next thing, it's a panic. You've got to drop everything and run over, and

get all that done. And all these little fires start popping up around the place, little spot fires.

So you decide that you're going to get a bookkeeper. You're going to hire someone to come in and take all that stuff that you don't like doing, they're going to take all that off you. And you're going to just get back to making widgets, selling widgets, or fixing widgets, whatever it is that you're going to do. Back down in the pineapple tin. We've got that fire put out, everything's under control. But you still don't know whether you're making money or not at that point. Your overheads might be growing. You don't know really, you just know that the bank balance is looking okay. Everything's looking alright. You're busy enough, you've got plenty of work. You're working six days a week. But things just don't seem to be still giving you the life that you wanted to have or you think you should have. So you might go and get a staff member, employ a team member to come in and take a lot of that pressure off you. You might say, "Right. Well, I'm working all these hours. I can afford to get someone else in."

We still don't know. You still haven't really ... I mean the bookkeeper seems to be doing everything, okay, hey there's no problems. And we get into this reactionary state because what we do is we find ourselves actually reacting to everything that crops up. And if it doesn't crop up, then we don't react to it, we're happy. There mustn't be any problems, we'll just keep going. So we end up in this reactionary state. It's typically how a business starts. Not every business, I'm generalizing a bit. But I can tell you now probably 99.9 percent of businesses that I see startup usually goes through this process.

And I want to help you to avoid that same problem because I want to ... And I think you get the picture of the stress. And I'm sure if you're in business, you can probably relate to that. As you get busier, you get more stuff, you might get staff leaving, you've got to go back and get ... You just never seem to be able to get out of this state of flux where you're reacting, stressing. Always trying to find new staff to replace the ones that have left, or help get new customers because customers have left because they're not happy, or whatever the problem or fire is. All of this sort of stuff starts to come out. And bit by bit, it erodes your passion for what you originally started. You don't want to do this anymore. You wonder why you're doing it. It doesn't ... "I didn't sign up for this. I signed up to get a life, not to have my life taken from me."

I don't know if that sounds familiar to you. For some of you, I'm sure it will. And by all means, if you're suffering from that, feel free to drop me a line and I'm happy to talk with you or join our Facebook group, and come over, and share how you're going. I want to turn that around for you. And today I'm going to give you some tools and tactics to help you become the CEO of your business.

And the very first thing we've got to do if we want to change anything, is we have to create that change first. So we have to step outside the pineapple tin no matter what noise, no matter how busy the business is, no matter what's going on, what stresses. We have to stop for five minutes, and we have to climb out of that pineapple tin and have a look at what we've built. What do we have, and where are we going and investing our lives every single day of the week? Because business is a seven-day thing, whether you have days off

or what. It's a thing, it's always on your mind. So what we want to do is adopt a CEO approach. We want to climb outside the tin and actually have a look at exactly what is going on.

Now the very first thing I would say to do this and to approach this, and ... I guess if you picture the example that we just went through with the person starting the business, what if we actually, from day one, we didn't know how to make, or sell, or fix widgets? We knew nothing about widgets. But we did know about being a CEO, and we did know about running a business. What would be the first thing we would do? We would have to employ someone to know how to make those widgets, or fix those widgets. But we would want to make sure that there were systems in place to make sure that they happened reliably and consistently. And we would want to make sure that the customers were getting their widgets properly. And everything in the pineapple tin is working as it should.

A common feedback I get when I suggest this to people, they go, "Oh yeah, but I don't have time for this. I don't have time to write procedures. I don't have time to climb outside the tin because I've got so much work I've got to get done." The thing is with this, it's never going to change if you don't force a change. And the way I recommend doing it is to actually stop for five minutes. The business is not going to fall over, the world is not going to end if you stopped for a day, took a day out of your business, and did these exercises that I'm going to take you through. And why I say that is because it's not. In actual fact, your business is probably going to go better by taking the day.

And the very first approach when you take that day is we're going to basically brainstorm. Take that day out, lock it away, set it in advance. So Friday week, for the day, my business is going to be closed. If you've got a business that is time-sensitive, i.e. it might be a repair business where you're on call or something like that where you really need to be there, then you may ... A way around that is to engage somebody else who can help you. You more than likely know someone else. Say you're a plumber, you would know another plumber that could take your calls for that day and help you out that way. But I'm sure there's nothing that's ... It's very, very rare that there's a business that can't take a day to do this exercise. But you want to take this day and basically sit down, and brainstorm everything out of your mind. Everything on a white ... If you can get a big whiteboard that is ideal. I love whiteboards for this reason. But we want to get everything out of your mind that is currently in there that you see as a problem.

A good way to do this is back in episode four it was. So if you go to www.businessmadeeasy podcast.com/episode4 , I did a strategic planning session exercise, like a business-plan-on-a-page exercise, and I take you through that. Worth going back and checking that out if you haven't because you could ... it will help you with this exercise. But we want to get everything out of our minds about our businesses. If you're new to business and just starting out, then we want to list up on the board all ... we want to do that business planning exercise for sure. So that's www.businessmadeeasy podcast.com/episode4 . Check that out, download the template. There's a template and a workbook there, you can do that. Download it, work through it, and that'll put you in the right spot. And that's

the very first thing. We're going to step outside and have a good look at our pineapple tin, what state it's in, what's going on, etcetera.

Now as part of that exercise on that day, I want you to look at a time per week that you can adopt or work on your CEO role. So what we're going to do on that day is we're going to employ a CEO to now take over the business. There are a few things we're going to do. We're going to work out the CEO, who the CEO of the business is. Now this will more than likely be you. If you've got a business partner or if there's a number of you, then you may, between the partnership of you, work out who is going to be the CEO of the business. Who's the best person to lead this business, set the vision for the business, run the administration, get the work done? Who's the best person that's going to do that? So if you're in a partnership as I say, pick one person if there's multiple of you. If you're a husband and wife duo, pick one of you that's going to be that person. If you're a sole trader, well it's a pretty easy decision, it's you. But it's important that we write on the whiteboard, "CEO role is x," and put that name in there.

We also want to, on that day, work out, once we've gone through and brainstormed all the strategic stuff, like all the problems and things like that, we want to look at who are the owners of the business? Who are the shareholders of the business? Now if you're a sole trader, you will be that person. You will be the shareholder because it's you. If you're married with a family, the shareholders are your family and you because that's how the food gets on the table. They're the ones relying on the return. You're going out and investing your time every single week and day into this business. That's time that you're not spending with your family. They need to eat, they need to,

they value your time ... they want time with you. So you've got to get a return on that time. So they are the shareholders in my case study here. If you are in a company or a corporate structure already, this becomes really, really easy because the shareholders are defined, and those people are your shareholders. Again, they could be your family, they could be unrelated parties. You could be in partnership with somebody. If you are in partnership, the shareholders are the two partners.

So you get the idea. You've got some distinct roles we're forming now. We've got a CEO that we've just appointed, and that's going to be more than likely yourself. We've got shareholders now. That may be yourself that may be your family or other related parties. But they need to be written down on the board. Who are the shareholders of this business? Because we are now forming the mindset that we don't just make widgets. We're not a widget technician, we're not a widget salesperson or widget fixer. We are a CEO responsible for these shareholders and getting a return for these people. Now as I said, again, this could be hard to formulate in your mind sometimes because you go, "It's just me." It's not just you. You need to adopt this thinking because it's when we have this thinking that we can actually step back and put all the necessary things in place, employ the necessary people to do the necessary roles that aren't you doing them. And I hope that makes sense. I hope I've explained that clearly to you. But it is really, really important.

So once we have those roles clearly defined, we then want to set about setting the strategy. We want to set about, "Okay, we know who the CEO is. We know who the shareholders are. What do we want from this business?"

What sort of returns do the shareholders need?”. And I've done episodes on this already, and I'll put the links in the show notes to those on how to work out the budget and things for the business. And the vision, as I said, is in setting your strategy, etcetera, in episode number four. Again, I'll put links in the show notes to help you with that. But the very important thing is once you've identified these roles, I want you to identify a time in the week that the CEO role is going to be worked on.

Now, this is where some people struggle because they go, “I haven't got time. I've got all these widgets to make, or I've got this to do.” The CEO role is a non-negotiable role. The way you achieve it, and I'll share a story with you in a second on how I did, but the way you achieve it is you set a set non-negotiable time every single week that you are going to work on CEO activities. You may not have the resources, you may not have the finances to employ a whole heap of people. And I get that, and I understand that you can't just go and do that. But even if you cannot afford a day to do it, a half, non-negotiable day is better than none. And as you start on the half-a-day, you'll find that the half-a-day grows to three-quarters of the day, and the three quarters will grow to a day. But we've got to start somewhere. And that's a really, really important thing.

So you've identified your ... If you're the CEO in the business, then you have to work out what day is going to be the best time for you in the week to work on that role. Now mine, I used to be in exactly the same situation. Admittedly I'm fortunate, I do have a great team of people that I work with. But I set Wednesday as my day to work on the business. Wednesday is my CEO day where I step outside the tin, and turn off my phones, turn off everything, and I

work solidly on the business. What needs addressing? What systems do we need? Where do we need to take the business next? What marketing do we do? Who's going to do it? I start to look and work on asking all these questions and mind-mapping them. And again, I'll put a link to some mind-mapping software that I use. I use a program called Mind Meister. And as I said, I'll put it in the show notes.

But the beauty of it is that I can sit down on that CEO day, and call it that. Call it your CEO time. Get the language in your head, just keep the message going in your head. If someone wants to make an appointment with you on that day, "I'm sorry that's my CEO day." You don't have to say that to them but in your head, you will say, "No, that's my CEO day. I'll need to schedule another day." But it's a non-negotiable day, and don't budge on it for anything because you've got shareholders to report to. You've got a business to grow, and to look after and nurture, and make sure that it's delivering the returns that it needs to deliver to the shareholders.

So set that day, set the vision, set the strategy, and then set out, under that, I would do an organisational structure. Because once you know the vision and where you're heading, it's very clear as to what resources, and tools, and what you're going to need to actually get there. And I strongly recommend you go through episode four's Business-Plan-on-a-Page exercise. But we want to identify the roles and the jobs that we're going to need filling to do those things. And this is where we want to, some of these roles you're going to end up having to do because you just don't have the resources to do them. But that doesn't mean you're doing them forever because you're the CEO, remember. You might have to just do them on a fill-in basis until the business

gets up and running enough for you to employ someone to do it full-time, or part-time, or whatever that is.

But I want you to make sure that when you work out this organization structure, you work out ... And you do this in your CEO time, this is working on the business. You work out what the duties of each of those roles are. What are the job descriptions? Define them, use the time in that CEO time to work out and define clear job descriptions for each of those roles that need to take place in the business. Again, there's no one better. You're the one that's been doing it all this time. You know what's got to be done. So set the procedures, write procedures. The more you can procedurize these jobs descriptions and roles within the business, the easier it's going to be for you to step back and move to more of a full-time CEO position.

So I hope you're getting the picture. You've got to start a time, you need a good, clear ... I would recommend if you've been in business for a while, that you set a good, clear day to do this. You may need a weekend. Do it on the weekend if you need to. But unless we stop, climb out of the tin, look at what's going on, and then appoint a CEO, we'll never actually be able to get a CEO in the business. It's a catch-22 situation, it's like ...

I had someone, the other day, say to me, "Oh, if I can just get the business to the next level, then I can step back." And the thing is you can't. If you don't go through this exercise and we don't put proper structure around becoming a CEO and management in place of the business, then growing to the next level is just growing the problems to the next level. Again, apologies for the pineapple tin, but if you grow the pineapple tin to be bigger and you're still in

the middle of the pineapple tin working in it, you've just created a whole world of more stress and problems.

So my take on this and my message to you today in helping you make this transformation is to stop, hit the pause button, or stop button would be preferable, step outside of the tin or the business, look back at it. Take this time for yourself, strategize it all, work it all out, and set firstly your role as the CEO you've now appointed, when Monday morning, when you go back into the business, the business now has a CEO. You now need to ... That CEO now needs to show up and deliver. And that's how you do it, you basically create these roles, again, that you might have to do first up. But bit by bit, as the business grows and you need someone to come in and help you, then you go, "Okay, well I don't need to be doing this anymore." If you do employ a bookkeeper to look after the books, put in place systems so that the bookkeeper reports to you each week with how the business is going.

So that's what the CEO role is. The CEO role is like reading the dashboard. What dial do I need to turn here? What dial do I need to turn there? What's the indicator on the dashboard coming ... Oh, it's saying this. I need to adjust my resources over here. And I hope that paints a picture as to how and why it's so important is that you've got this greater perspective and you can make clearer decisions, that you've got to set yourself that time and value that time every single week. Non-negotiable to work on that role. As I said, it doesn't happen overnight so you will need to possibly start it off small. Four hours a week, just they're four non-negotiable hours a week where I am the CEO.

The thing has helped to be able to achieve this ... Because if I go into the office, I will drift back into the tin. I'll be back in there working in it again, rather than on it. So I communicated to everybody that I'm not available for communication on this day. But if you do need help, this is when I will be available to help you. It hasn't been a problem. I've been doing it for probably four or five years now. My team are used to it, they know not to make appointments for me on those days. If they need to see me, they know to do it on the other days. And we schedule time on the other days. But my Wednesdays are non-negotiable, they're my CEO day. That's the day I can really make a difference to the business, and really take the ball up and be at the top of my game to do it.

And it does take a little bit ... It does take practice. You do need to keep working at it, you need to keep mindful of it, particularly if you're not going to take a day and you're only going to take four hours. Do your best four hours. If you're most productive in the morning ... and I would recommend the morning because if you're going to do the afternoon as your CEO time, chances are the morning stuff's going to run in and quickly consume it. And it's going to seem more important than the CEO work at the time, so you'll give it up. Set the time in the morning. I won't be in the office or I won't be at my desk. If you work from home, go to another location. Go to a coffee, go to a Starbucks. Somewhere where you're motivated, somewhere where you can't be distracted and it's clear focused time.

And again I can't stress enough, non-negotiable. And you have to say that to yourself. "This is important for the growth of my business, and I am letting down the shareholders," yourself, your family, "if I do not grow this business

and get a return on my investment of time and money that I am putting in.” And you've got to think of it like that. Every day you go to work, every day you go to your business, you are choosing to give up doing something else for the activity that you are doing in your business. So you want to make sure that it's a high-payoff activity and a valuable use of your time, and you're not going in there just putting out fires that could have been avoided with proper systems and the right procedures etcetera in place.

Now there are lots of fantastic tools out there to help you in your CEO role. If you would like an idea of some of those, feel free to drop me a line at jason@businessmadeeasypodcast.com . Just drop me an email and I'll certainly point you in the right direction with those. In actual fact, I'll do up a bit of a cheat sheet ... I'll do up a bit of a CEO checklist for you, how's that? That might be an idea. I'll do up a CEO checklist for you, and I'll put it in the show notes which this will be episode 27. So www.businessmadeeasypodcast.com/episode27 . And if you go there, I will make sure that there's a checklist there of what we've talked about today to help you. And also a checklist of resources that you can use to help you streamline your business process and fulfill that business, that CEO role better and to the best of your ability, which I know you can.

I've seen it work, I do it as I said. I'm not doing anything that ... I'm not talking to you about anything that I don't do myself. It does work, it's made a profound difference to our business, particularly if you do have staff because you've got a greater chance and a greater ability to be able to empower them and give them the right tools and resources to really shine and they can rise with you, and grow with your business as well. So just keep that in mind, it is

valuable, valuable stuff that we're talking about, and something that I would encourage any business. If you're starting out in business, definitely adopt this mindset from day one. If you're in business, existing business, you'll know, you'll relate fully more to what I'm talking about because the stresses and strains can be enormous if you're down in that tin.

Alrighty. That's all I've got time for today and all I wanted to cover with you. I really do hope that I've clarified it enough for you. If you do want more help or you want more clarity around it, by all means, drop me a line at jason@businessmadeeasypodcast.com, and I'll be more than happy to help you further. Also too if you want further support in doing this, by all means, go over to www.businessmadeeasypodcast.com/facebookgroup, and there's a group of great entrepreneurial business owners and the like over there from all walks and business sizes, business levels, stages of business. Go over there, and have a chat, and join the group. It's free to join, there's no cost involved. But it's a great resource and a great place to be, and get things answered in your business.

Alrighty, that's all I had time for today. Thank you so much for joining me. I really do appreciate it. I hope you don't mind the pineapple tin analogy, it's all I had. But it seemed to work, it seemed to paint the picture pretty well. It did in my mind anyways, so I hope it did in yours as well. Here's to your success. I'm going to hand you over to Mia. I hope you have a great week and we'll catch you next week. Here's to your success. Bye. Take us out Mia.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

www.businessmadeeasyfacebook.com/community

We are also on Instagram at

www.businessmadeeasypodcast.com/instagram

Thank you again,
I appreciate you!

*Regards
Jason*