

# ELO FORUM VANCOUVER

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## 4 KEY BUSINESS VALUE CREATION STRATEGIES

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# Overview of the Next 15 Minutes

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Foundation For Value Creation

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4 Key Strategies

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Summary

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1 Vital Tool

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# Foundation We Will Build On

Every business is separate and distinct from its owners

Must be built for long term sustainability

There are great rewards to creating value in your business

Co-labour with Christ



# Professionalize the Business

## Primary Thought

Move your organization away from being about you

It is a separate and distinct entity that must stand on its own

## Where to start?

Identify what “only you” can do in your business and extricate yourself

Build a management team

Act like a proper corporation

Professionalize

# Systematize the Workflows

## Primary Thought

Systematize means to make something that already exists into a fixed system

Simplify and standardize as many of the workflows into repeatable processes

## Where to start?

Develop a game plan

Map out one key process at a time

Get your team involved

Professionalize

Systematize

# De-Risk Business Vulnerabilities

## Primary Thought

A disruptive risk is something that can have an oversized adverse impact

Disruptive risks must be mitigated

## Where to start?

Identify and reduce key dependencies:

- Relationships - customers, suppliers, staff (institutionalize)
- markets, products, channels
- funders

Move customers to (long-term) contracts

Professionalize

Systematize

De-Risk

# Increase Long-term Profitability

## Primary Thoughts

Profitable businesses don't go broke

It is all about the future

## Where to start?

Do a 1-page profit model

Look for and eliminate waste

Price your products / services properly

Build sales and marketing capabilities

Professionalize

Systematize

De-Risk

Grow Profits

# Where Have We Been?

## FOUNDATION

1. Business is a distinct entity
2. Obligated to build
3. There are great rewards
4. Co-labour with Christ

## STRATEGIES

1. Professionalize
2. Systematize
3. De-risk
4. Increase long-term profits

Professionalize

Systematize

De-Risk

Grow Profits



# One Vital Co-Labouring Tool

## *Consider the farmer...*

**26** “His God instructs him and teaches him the right way...”

**29** all this also comes from the Lord Almighty, whose plan is wonderful, whose wisdom is magnificent.”

### ISAIAH 28:23-29

<sup>23</sup> Listen and hear my voice; pay attention and hear what I say.

<sup>24</sup> When a farmer plows for planting, does he plow continually? Does he keep on breaking up and working the soil?

<sup>25</sup> When he has leveled the surface, does he not sow caraway and scatter cumin? Does he not plant wheat in its place, barley in its plot, and spelt in its field?

<sup>26</sup> His God instructs him and teaches him the right way.

<sup>27</sup> Caraway is not threshed with a sledge, nor is the wheel of a cart rolled over cumin; caraway is beaten out with a rod, and cumin with a stick.

<sup>28</sup> Grain must be ground to make bread; so one does not go on threshing it forever. The wheels of a threshing cart may be rolled over it, but one does not use horses to grind grain.

<sup>29</sup> All this also comes from the LORD Almighty, whose plan is wonderful, whose wisdom is magnificent.

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YOU