



5 Minute Clarity

Volume 1, Issue 3

“You need to figure out what basic needs you can fill for a certain group of customers in a way that differentiates you from the competition” - Verne Harnish - *Mastering the Rockefeller Habits*

SIMPLICITY IS POWER & PROFIT

As I write this, I am attending a 5 day Aikido seminar being taught by several world famous, high ranking teachers. One theme that keeps emerging is that of simplicity. Power comes from simplicity. Each Sensei at the seminar showcases how the most simple actions and minimal movement can yield the greatest returns in a martial way.

Verne Harnish in his book, *Mastering the Rockefeller Habits* breaks down business into a simple model for us to consider. He notes that all businesses under \$10M in revenue consist of 3 sole functions:

1. Selling Products
2. Creating Products
3. Keeping Good Records

If you are an employee of a business or an organization, I suggest that your 3 sole functions for being an effective contributor to the organization are as follows:

- A. Promoting your company’s products (**revenue**)
- B. Knowing why you are on the payroll (**value**)
- C. Supporting the effectiveness of back office systems and procedures (**efficiency**)

Think about areas that may not be working as best as you would like in your business or job. Which category does your challenge fit into? Your answer will lend clues as to how you can go to work on a solution right away.

POINTS TO CLARITY

On a scale of 1-10, (10 being highest), rank your ability to sell your products or services: _____

On a scale of 1-10, (10 being highest), rank your ability to create or assist with creating new products or services: _____

On a scale of 1-10, (10 being highest), rank your ability to keep accurate and current records of your business: _____

Now, review your answer for each question.

What would it take from you or your business to increase your score by one point higher?

The sooner you can implement your answers, the sooner you will see your profit increase!

DECISIONS & ACTIONS I WILL COMMIT TO: