

SCALING Your Window Treatment Business

LUANN UNIVERSITY

Process Flow Charts = Foundation



Project Management System = Walls



Processes = Roof



H-VAC, ELECTRIC, PLUMBING = PEOPLE



IT TAKES \$ TO RUN A WELL-MANAGED HOUSE



CREATING A HOME = MINDSET





~~Just do it~~

LEAD IT

- Continuous evaluation of financials
- What's in the pipeline
 - estimates
 - measures
 - WFA
 - on hold
- How it affects our capacity
- Continuous improvement of the systems & processes
- Marketing = Pipeline is full
- Be there for my people to educate & train
- Provide a safe space (to make mistakes and to know their worth)
- Financially solvent



You are the Chief Financial Officer – of your Business AND your Life!

1. Set up the bookkeeping process
2. Know how to read and analyze financial reports
3. Manage business using KPI's
4. Increase every order by 1%-10%
5. Decide on YOUR financial goal that builds WEALTH
6. Choose to be content with it
7. Because your WHY matters



(5%) Strategic – have the vision and foresight to make sure the company is on the right course in terms of team, product offerings, and business development.

(5%) Financial – business acumen and financial ability to analyze reports and make appropriate decisions based on financials. Track and manage financial metrics: revenue, GM, expenses, NI, customer profitability, average customer.

(20%) Team support

- Provide guidance and advice
- Routine communication: answer questions, give feedback, provide input, steer in the right direction, offer advice, suggest correction
- Trainings
- Help with problem resolution in strategic and sustainable way
- Assist in client appointments (minimal)

(10%) Systems and Processes

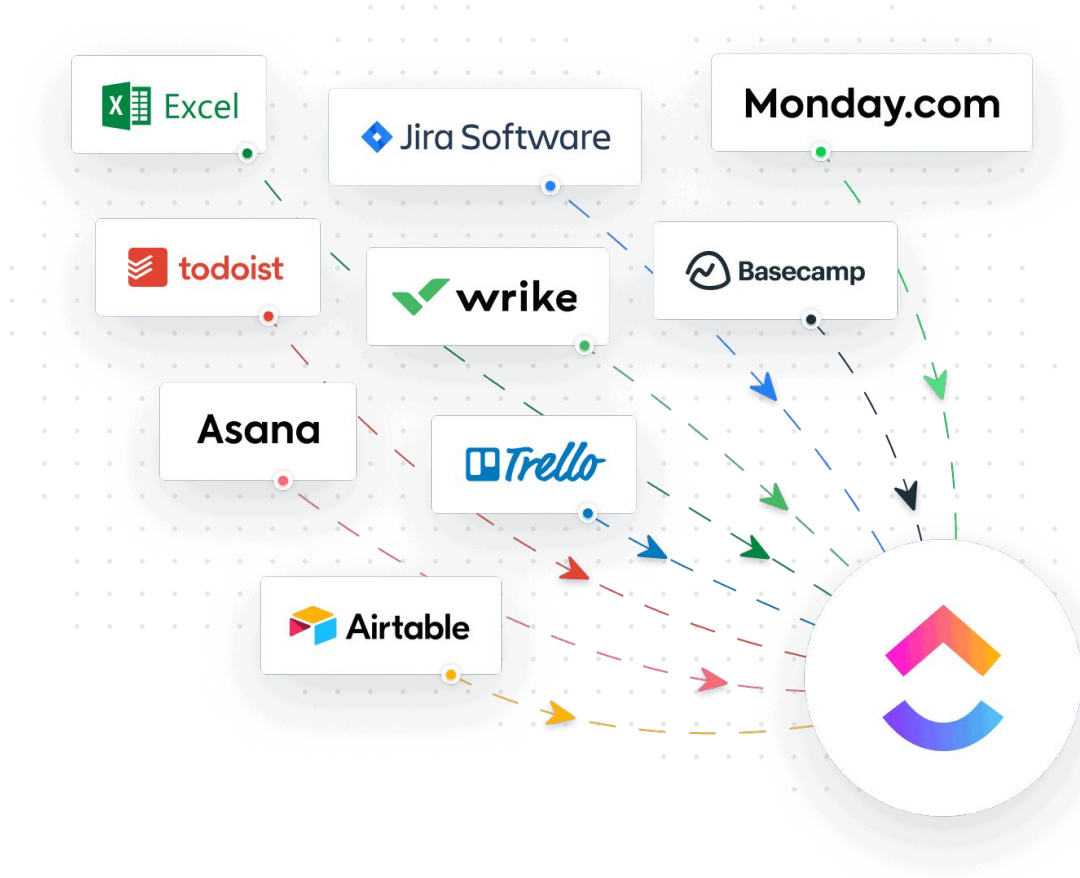
- Standard Operating Procedures Document – devise, update, maintain
- Recognize when and how new systems are to be created, execute, communicate the new system/process
- Continuously evaluate and improve AT (project management system)

(50%) Marketing – engage in activities that provide visibility, establish credibility, and ultimately yield new customers

- Blogging
- Speaking
- Social Media
- Networking
- Maintain continuous relationships with existing designers
- Direct Mail Campaigns and respective follow-up
- Website updates

(10%) Self-Education

- Masterminding with colleagues
- Reading books
- Regular updates via on-line sources
- Webinars
- Attending conferences



VITA'S WEEKLY TO-DO

Marketing

Friday outreach:

Speaking

Dialing for \$'s:

Other:

SOP

Financials

Team Support

Assistant for Doris

Personal

WEEK OF _____

Weekly 1

Daily 3

Business/Admin

Insurance

New space

Client Work



- What if the business dries up and pipeline is no longer full
- Having employees is expensive
- I'm afraid to be responsible for their livelihood
- I don't know how to manage people
- I don't want to manage people
- They will make too many mistakes
- I don't have time to hire
- I don't know how to hire
- I don't have time train
- I'm afraid to make a mistake
- I've been burnt before
- Work ethic is not what it used to be
- I can do it better, faster, etc
- I should be able to do it

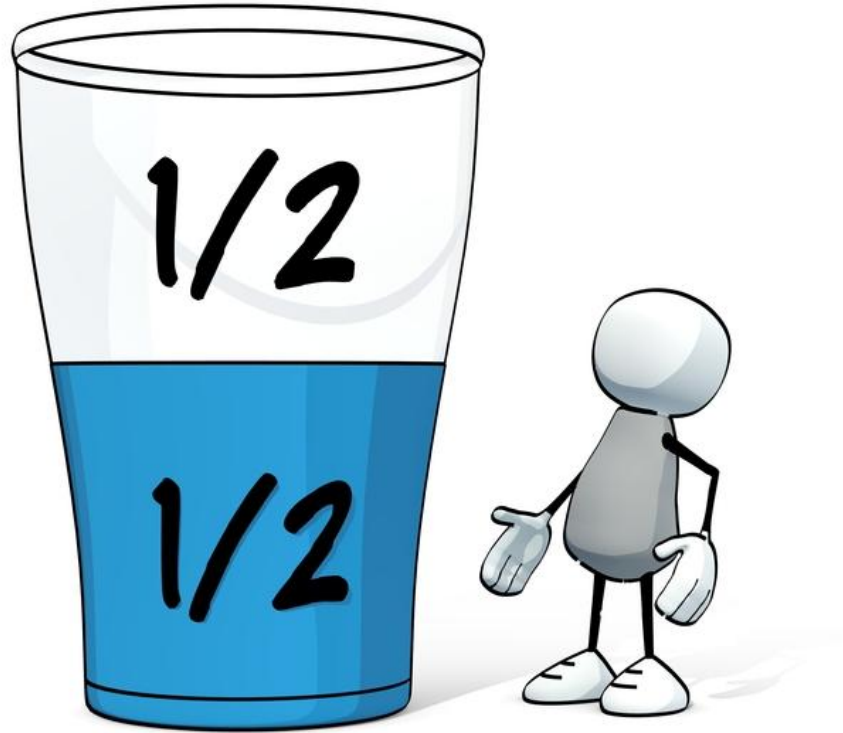


1. Delete
2. Automate
3. Delegate
4. Do (better)



LU HOW MUCH IS YOUR TIME WORTH?

	<u>Scenario #1</u>	<u>Scenario #2</u>	<u>Scenario #3</u>
CEO pay:	\$100,000	\$100,000	\$150,000
# of desired work weeks:	50	45	45
# of desired work hours per week:	40	35	35
Value of 1 hour:	\$50	\$63	\$95
<i>Calculation: CEO pay divided by # of weeks, divided by # of hours</i>			





- Friendships and alliances in this class
- LuAnn University Alumni Forum
- Exciting Windows!
- Your own personal 1-1 business coach



AN ARROW CAN ONLY BE SHOT BY
PULLING IT BACKWARD. SO WHEN LIFE
IS DRAGGING YOU BACK WITH
DIFFICULTIES, IT MEANS THAT IT'S
GOING TO LAUNCH YOU INTO
SOMETHING GREAT.

Paulo Coelho



Verily & verily, I tell you,

[illegible]

of the *Journal of the American Academy of Child and Adolescent Psychiatry*.

Summary

— *Journal of the American Medical Association*, 1997

REFERENCES

- $120 - 20 = 100$ (100% of 100)
- $100 - 20 = 80$ (80% of 100)

22

¹ *Thyridopteryx* is a genus of *Thyridopterygidae*.
Thyridopteryx is a genus of *Thyridopterygidae*.
Thyridopteryx is a genus of *Thyridopterygidae*.

Effect of treatment

1. Wiederholungsintervall = Differenz zwischen 2
 2. Wiederholungsintervall
 3. Wiederholungsintervall = Differenz zwischen 2

Journal of Management Education 34(10)

0000-0001-9000-0000

1999, 1:202.

Keywords: *depression, mood, anxiety, self-esteem, self-efficacy, self-esteem, self-efficacy*

Concentration of Ag^+	EDTA	Titration error - %
0.0001	0.0001	0.0001
0.0001	0.0001	0.0001

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University of Illinois at Chicago

1890-1891

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2. Wiederholung (Repetition)
- Wiederholung (Repetition)
- Wiederholung (Repetition)

1. *Ammonia* - 100 mg
2. *Protein* - 100 mg
3. *Carbohydrate* - 100 mg
4. *Minerals* - 100 mg
5. *Vitamins* - 100 mg

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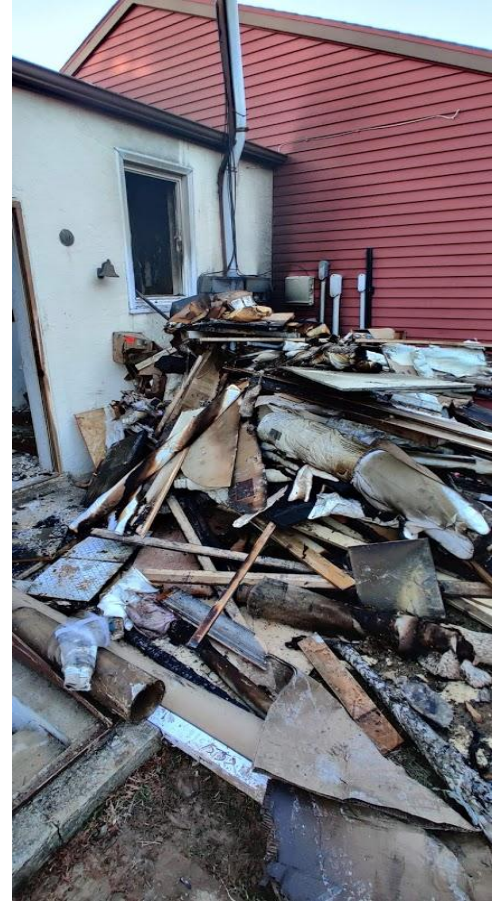
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NEXT
HIGHEST
GOOD

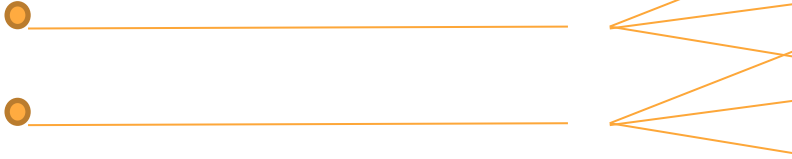


VITA'S COPING WITH FIRE: NEXT HIGHEST GOOD STEP



YOUR PLAN OF ACTION AFTER THIS CLASS

1. Process Flows (visual chart or line items)



2. Project Management System



3. Systems

4. People

5. Finances

Set a block of time on your calendar

Work on “lowest hanging fruit”

Chip away at it every week

Accept that it will take time





KEEP IN TOUCH
-.-...-.-./..-./-...-.-...-.-...

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