



GrowthCLUB

90 Day Plan Preparation Workbook

*By failing to prepare you
are preparing to fail!"*

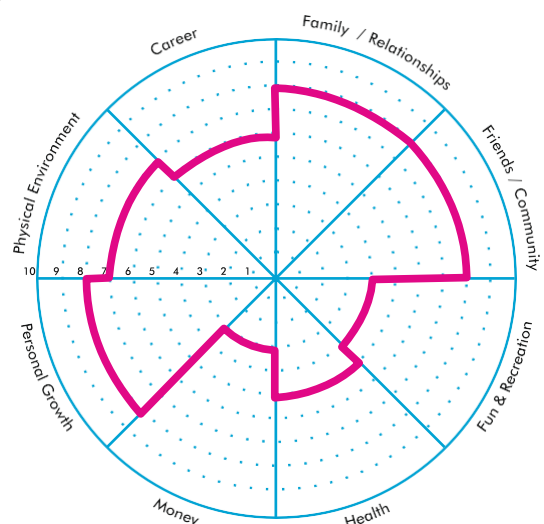
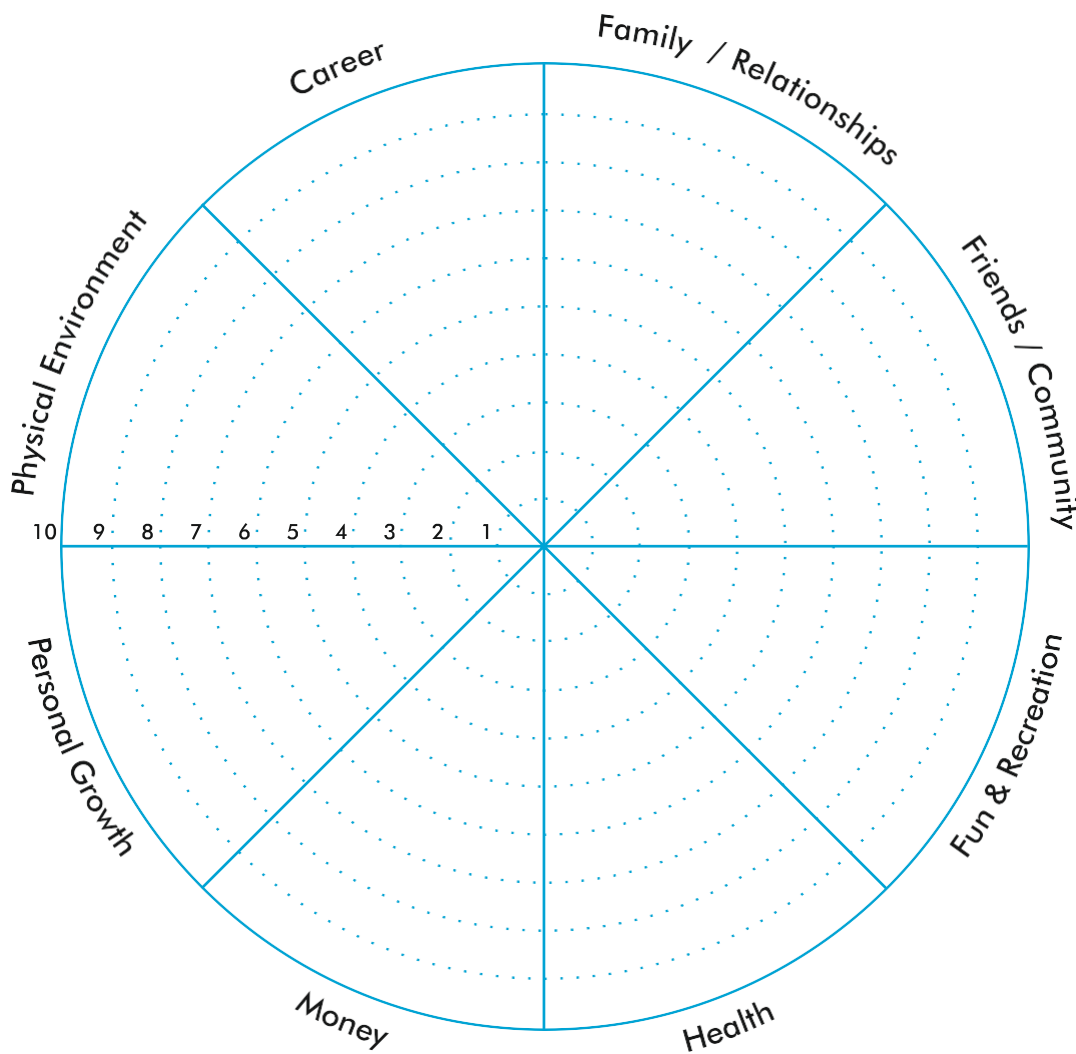
Benjamin Franklin

Personally Speaking...

Where are you right now?

1. Rate each area of your life under the following categories on a scale of 0 - 10 (Zero is the centre of the wheel).
2. Consider what made you give yourself the score you did.
3. For each category write some notes (on the next page) describing what would make your score a 10 eg. "I would have to be able to run a half-marathon in under 1h 45m to feel like I was 10/10 for Health"

There are no right answers – the exercise is designed to get you thinking about possibilities.



Personally Speaking...

Where would you like to be?

What would make your score a 10?... (write down what you feel would shift your score from where it is now)

| | |
|----------------------------------|--------------------------------|
| Family / Relationships... | Friends / Community... |
| Career... | Money... |
| Personal Growth... | Physical Environment... |
| Health... | Fun & Recreation... |

Thinking about your business...

Where is your business right now?...

Take a few moments to write an overview of how you see your current business situation. How are the profits in the business? Is the team working effectively and productively together? How much time are you currently spending working IN the job of the business rather than working ON the business, and remember to put down your general feelings on how you think the business is doing at the moment...

Looking back...

What Goals/Milestones did you achieve in the last quarter?

What difference has that made to you and your business?

What didn't you achieve that you had intended to?

Why not? (remember the 'point of power'...be powerful not powerless)



Thinking about your business...

What has been the impact to you and your business?

What do you need to carry over or continue working on in the next quarter?

What does your financial performance look like?

| | Last Year (Actuals) | This Year (Target) | Last Quarter | Next Quarter |
|-------------------------|------------------------|-----------------------|-----------------|-----------------|
| Total Revenue | | | | |
| Total Variable Costs | | | | |
| Gross Profit | | | | |
| Total Overheads | | | | |
| Net Profit | | | | |

Thinking about your business...

It may help you to determine your priorities for the quarter by noting down everything you wanted to do / need to do under of the 4 key functions of your business

| Operations | Finance & Admin |
|------------------------------|----------------------------|
| | |
| Marketing & Sales | HR |
| | |

Your 5 Ways Numbers...

Establish Current Numbers | Set your Goals | Select your Strategies

| | <u>Now</u> | <u>Strategy</u> | <u>Goal</u> |
|---------------------|---------------------------|----------------------------------|---------------------------|
| No. of Leads | <input type="text"/> X | _____ _____ _____ _____ | <input type="text"/> X |
| Conversion Rate % | <input type="text"/> = | _____ _____ _____ _____ | <input type="text"/> = |
| No. of Customers | <input type="text"/> X | _____ _____ _____ _____ | <input type="text"/> X |
| No. of Transactions | <input type="text"/> X | _____ _____ _____ _____ | <input type="text"/> X |
| Ave. £ Sale | <input type="text"/> = | _____ _____ _____ _____ | <input type="text"/> = |
| Turnover | <input type="text"/> X | _____ _____ _____ _____ | <input type="text"/> X |
| Margin % | <input type="text"/> = | _____ _____ _____ _____ | <input type="text"/> = |
| Profits | <input type="text"/> | | <input type="text"/> |

Using the 6 Step Framework...

Identify the area(s) that need attention this quarter.

| RESULTS | Invest In | | | Freedom | A Well Oiled Machine | Structure For Growth | Efficiency – More with Less | Predictable Cash Flow Growth | Strong Foundations |
|--------------------------------|-------------------------------|---|-------------------------------------|--|---------------------------------|----------------------|-----------------------------|------------------------------|--------------------|
| Sell Business | Expansion of Current Business | Other Businesses | Property | Shares | | | | | |
| Strategic Business Review | Team Excellence Program | | Personal Development Program | Appoint General Manager (replace yourself) | | | | | |
| TEAM | Employee Engagement | | | | | | | | |
| Strong Leadership | Common Goal | Rules of The Game | Action Plan | Support Risk Taking | 100% Inclusion/ Involvement | Communication | Beliefs, Values & Identity | Environment | Recruitment |
| Vision | Mission | Culture Statement | Goals | Organisation Chart | Job Descriptions | KPIs | 'How to' Manuals | Management Systems | |
| LEVERAGE | Marketing | | | Sales | | | | | |
| USP | Guarantee | '5 Ways' Leads | '5 Ways' Conversion Rate | '5 Ways' Average Value Sale | '5 Ways' Number of Transactions | | | | |
| Destination Mastery (Planning) | Time Mastery (Self) | Financial & Reporting Mastery '5 Ways' Profit Margins | Delivery Mastery (Customer Service) | | | | | | |
| MASTERY | | | | | | | | | |

What do you want to achieve in the next 12 months, personally?...

"To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction"

Steven R. Covey

| WHO Who do I have to BE /BECome to achieve my goal? | | | |
|--|--|--|--|
| WHAT What do I have to DO to achieve my goal? | | | |
| WHY Why do I want to have it? PURPOSE | | | |
| GOAL What do I want to HAVE ? | | | |
| 1 | | | |
| 2 | | | |
| 3 | | | |

What do you want to achieve in the next 12 months, in your business?...

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| 1 | | | |
| | | 2 | |
| | | | 3 |

Keeping your 12 month goals in mind, what needs to happen in the next 90 days for you to move forward and stay on track?...

Write your 90 days goal(s) in a clear and precise sentence. It needs to be Specific, Measurable with a Timeframe attached.

Goal 1

Goal 2

Goal 3

Keeping your 12 month goals in mind, what needs to happen in the next 90 days for you to move forward and stay on track?...

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Goal 1

Goal 2

Goal 3



**your pre-work here.
The rest of the workbook
will be completed at
Growth**CLUB****

Thinking now about what you want to achieve in the next 90 days, what tasks will need to be carried out? (start to break things down into who? does what? when?)

Create a bullet-point list of the tasks required to move you forwards towards your 90 Day Goal.

Goal 1

Tasks to progress this goal:

Goal 2

Tasks to progress this goal:

Goal 3

Tasks to progress this goal:

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Tasks to progress this goal:

Goal 2

Tasks to progress this goal:

Goal 3

Tasks to progress this goal:

Your 90 Day Plan...

Key output from this exercise...

An Action Plan for your business doesn't need to be anything fancy. It just needs to be practical, well focused and broken down into manageable steps that always move you forward. At GrowthCLUB you'll get the tools and input to help you create a 90 Day Plan that will motivate you to take action!

The tasks you identified (in the last 2 pages) as being those required to achieve your 90 day goals will be planned into your 90 day planner wall chart (which will be supplied on the day).

| ActionCOACH business coaching | | 90 DAY PLAN The #1 Goal for the Quarter | | GROWTHCLUB | | Wk 1 | Wk 2 | Wk 3 | Wk 4 | Wk 5 | Wk 6 | Wk 7 | Wk 8 | Wk 9 | Wk 10 | Wk 11 | Wk 12 | Wk 13 | | |
|---|--|---|--|-------------------|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-----|-----|
| | | | | | | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c | w/c |
| SMART GOAL | | Goal 1 | | | | | | | | | | | | | | | | | | |
| | | Goal 2 | | | | | | | | | | | | | | | | | | |
| | | Goal 3 | | | | | | | | | | | | | | | | | | |

Need some help completing your 90 Day Plan?

Give one of the ActionCOACH Business Coaches a shout. We're here to help you.

To Your Success!

| LEAD GENERATION | CONVERSION RATE | No. OF TRANSACTIONS | AVERAGE £ VALUE | PROFIT MARGIN |
|--|---|--|---|--|
| 1. Website | 1. Written Guarantee | 1. Better service, make your customers feel special, give them magic moments | 1. Increase Your Prices | 1. Increase Your Margins/Prices |
| 2. LinkedIn presence | 2. Define Your Uniqueness | 2. Update Website Regularly | 2. Up Sell | 2. Sell More Big Margin Goods or Services |
| 3. LinkedIn Groups | 3. Develop Your Own Product Line | 3. Under Promise & Over Deliver | 3. Cross or Add On Sell | 3. NO Discounting |
| 4. LinkedIn Advertising | 4. Sell an Exclusive Line | 4. Streamline Your Service | 4. Down Sell | 4. Sell Only Quality |
| 5. Facebook Business page | 5. Increase Range or Variety | 5. Deliver Consistently & Reliably | 5. Use a Checklist | 5. Sell Your Own Label |
| 6. Facebook Advertising | 6. Provide Quality Products | 6. Keep in Regular Contact | 6. Use a Questionnaire | 6. Sell an Exclusive Label |
| 7. Twitter | 7. Print a Benefits List | 7. Inform Customers of Entire Range | 7. Allow Payment Terms | 7. Sack C's and D's |
| 8. Blogs | 8. Use a Testimonial List | 8. Increase Your Range | 8. Arrange Easy Finance | 8. Keep an Accurate Database |
| 9. Email Newsletter | 9. Before & After Photo's / Demo's | 9. Increase Product Obsolescence | 9. Carry Exclusive Lines | 9. Sell Via Direct Mail/Internet |
| 10. Printed & Mailed Newsletter | 10. Show Samples / Example Photo's | 10. Introduce Upgrades Regularly | 10. Rearrange Store Layout | 10. Sell Via Party Plan/Multi Level |
| 11. Google Adwords | 11. Quality Brochures | 11. Always have Stock | 11. In-store Merchandising | 11. Commission Only Sales Team |
| 12. 'Youtube' videos | 12. Personalised Digital Print | 12. Offer Service Contracts | 12. Point of Sale Material | 12. Provide Team Training |
| 13. Local Newspaper Advertising | 13. Information Sheets / Booklets | 13. You keep clients vital information for them, develop your own language | 13. Impulse Buys | 13. Pay NO Overtime |
| 14. National Newspaper Advertising | 14. Added Value Offers | 14. Product of the week / month | 14. Product Packaging | 14. Reduce Team Size |
| 15. Television Advertising | 15. Make an Offer | 15. Ask them to come back | 15. Sell with an Either/Or Question | 15. Reduce Unnecessary Management |
| 16. Radio Advertising | 16. Start a Trend / Fad | 16. Use Call Cycling | 16. Create Package Deals | 16. Reduce Directors Fees |
| 17. Magazine Advertising | 17. Product / Price Listings | 17. Send out a Newsletter | 17. Create Bulk Buy Deals | 17. Efficiency, Productivity & Time Management |
| 18. Trade Organisation Advertising | 18. Team Member Profiles | 18. Run a Frequent Buyers Program | 18. Gift with £XX Purchase | 18. Negotiate Employment Agreements |
| 19. Industry Newsletter Ads | 19. Write Company's Magic Story | 19. Create a Membership /VIP card | 19. Allow credit cards & e-payments | 19. Team Incentives Based on Margins |
| 20. School Newsletter Ads | 20. Packaging | 20. Collect a Database of Past Clients | 20. Make sure clients know your full product and service list | 20. Reduce Duplication |
| 21. Directory Website listings | 21. Display Awards / Certificates | 21. Give out Members Cards or Key rings | 21. Charge Consulting Fees | 21. Know Your Actual Costs |
| 22. Directory Website advertising | 22. On-Hold Messages | 22. Use a Multiple Purchase Card | 22. Sell Service Contracts | 22. Work Costs as Percentage of Sales |
| 23. Newspaper/Magazine/Newsletter Inserts | 23. Account Applications | 23. Pre-sell or take pre-payments | 23. Sell Extra Warranty/Insurance | 23. Set Monthly Expenditure Budgets |
| 24. Public Relations | 24. Online Sales, Home Delivery | 24. Contracts | 24. Train Your Team | 24. Only allow your Team to buy with an Authorised Purchase Order |
| 25. Press Releases | 25. Pre-send Appointment Cards | 25. Till Further Notice Deals | 25. Use Sales Scripts | 25. Better Negotiation Skills |
| 26. Letterbox Flyers | 26. Point of Sale Displays | 26. Re-book next visit now | 26. Train Your Customers | 26. Reduce ALL Costs by 10% |
| 27. Sidewalk Handbills | 27. Use Payment Plans & Financing | 27. Plan Future Purchases with clients | 27. Stock More High Priced Ranges | 27. Do it Right the First Time |
| 28. Catalogues | 28. Credit cards, e-payments | 28. Offer on next purchase | 28. Create a Quality Image | 28. Recycle |
| 29. Brochures | 29. Daily / Weekly cost Breakdown | 29. Reminder System | 29. Only Service 'A' Grade Customers | 29. Decrease Range |
| 30. Yellow Pages | 30. Flowchart Your Sales Process | 30. Accept Trade-Ins | 30. Sack 'C' & 'D' Grade Customers | 30. Take Stock on Consignment |
| 31. Directories/catalogue listing | 31. Audio, Video & CD sales demo's | 31. Increase Credit Levels | 31. Allow Trade-ins/Trade-ups | 31. Lower ££ tied up in Inventory |
| 32. Barter / Trade Exchanges | 32. Reprint Press Articles | 32. Offer Incentives / Rebates | 32. Offer Home Delivery | 32. Only Sell Fast Moving Stock |
| 33. Piggy Back Invoice Mailings | 33. Re-write Quotes, Tenders and Proposals into Action Plans | 33. Target likely Repeaters | 33. Charge for Delivery/Post & Package | 33. Buy In Bulk, pay & receive overtime |
| 34. Tender Lists | 34. Print Company's Vision/Mission | 34. Post Purchase Reassurance | 34. Build Rapport / Treat as Special | 34. Buy Direct |
| 35. Billboards / Posters | 35. Use Prospect Questionnaires | 35. Educate on Full Value | 35. Set an Average £££ Sale Goal | 35. Manufacture Yourself |
| 36. Advertise on Taxis/Buses | 36. High Dress Standards/Uniforms | 36. Suggest Alternative Uses | 36. Measure the Average £££ Sale | 36. Repackage Smaller/Own Label |
| 37. Advertise on own vehicles | 37. Try Before You Buy | 37. Special Occasion Cards/Gifts | 37. Customer Incentives for Bigger Purchases eg. Fly Buy Points | 37. Promote Idle Time |
| 38. Cinema Advertising | 38. In-store Merchandising | 38. Direct Mail Regular Offers | 38. Team Incentives for Bigger Sales | 38. Rent Idle Space |
| 39. Sponsorships | 39. Sales Scripts | 39. Follow Up & Follow Up Again | 39. Stop Discounting | 39. Work 2 or even 3 shifts |
| 40. Post Card Mailings | 40. Greet Prospects & use their Name | 40. Telemarketing | 40. Add Value | 40. Have Smaller Outlets |
| 41. Building Signage | 41. Introduce Yourself | 41. Run Competitions | 41. Give Away Perceived Value | 41. Work from Home |
| 42. In-store & Sidewalk Signage | 42. Smile, Build Trust & Rapport | 42. Past Customer Events/Promotions | 42. In-store Promotions | 42. Have a Mobile Business |
| 43. Window Displays | 43. Get LinkedIn Recommendations | 43. Closed Door Sales | 43. Red Light Specials | 43. Join/Start a Buying Group |
| 44. Passing Trade | 44. Ask Questions & Listen | 44. Fax Sales | 44. Educate on Value, not Price | 44. Re-finance |
| 45. Point of Sale Material / Displays | 45. Provide Ideas and Advice | 45. Named Promotional Gifts | 45. Ask people to Buy Some More | 45. Charge for a Finance Facility |
| 46. Product Packaging | 46. Educate on Value, not Price | 46. Information Nights | 46. 4 for the price of 3 offers | 46. 30 Day terms to 7 days |
| 47. In-box advertising | 47. Provide a Timely Response | 47. Free Upgrades for more Loyalty | 47. Buy one get one Free offers | 47. Invest in Technology |
| 48. Video / In-store Displays | 48. Increase Product Knowledge | 48. Socialize with Clients | 48. In-store Video Promotions | 48. Systematise the Routine, Humanise the Exceptions |
| 49. Shopping Centre Promotions | 49. Up sell, Cross Sell & Down Sell | 49. Provide a Shopping List | 49. Store, Team & Vehicle Appearance | 49. Automate as much as possible |
| 50. Create an Industry Newsletter | 50. Educate How to buy, What to do | 50. Labels and Stickers | 50. Suggest Most Expensive First | 50. Sell obsolete Equipment/Machinery |
| 51. Create and sponsor an award | 51. Use NLP Techniques | 51. Direct Mail Special Offers | 51. Provide a Shopping List | 51. Sell Off Old Stock |
| 52. Stickers and Tags | 52. Sell on Emotion & Dreams | 52. Catalogues so Visitors can re-order | 52. Have a Minimum £ Order Amount | 52. Reduce/Eliminate Taxation Expense |
| 53. Fridge Magnets | 53. Follow Up & Follow Up Again | 53. Cooperative Promotions | | 53. Negotiate Fixed not Variable Expense |
| 54. Named Promotional Gifts | 54. Ask for the Sale, Confirm the Sale | 54. Sell other people's Products & Services | | 54. Employ People In-House |
| 55. Blimps, Balloons, Plane Banners and Skywriting | 55. 0800 no. & Reply Paid Address | 55. Rent / Sell your Database | | 55. Outsource |
| 56. Gov't Programs / Contracts | 56. Provide Refreshments | 56. Continually Clean up your database | | 56. Move Premises |
| 57. Uniforms / Name Tags | 57. Entertain, Wine and Dine | 57. Keep Good Data on Clients | | 57. Pay Cash rather than Loan Interest |
| 58. Business Cards | 58. Competitions, with follow up | 58. Tell your Magic Story | | 58. Only Buy what you NEED |
| 59. Networking | 59. Make it easy to buy | 59. Build a Relationship | | 59. Use a company credit card for Bonus Points & up to 55 days interest free |
| 60. Salespeople | 60. Measure Conversion Rates | 60. Know your customers Name | | 60. Rent for maximum tax write off |
| 61. Telemarketing | 61. Train entire team in Sales/Service | 61. Tell them Your Full Name | | 61. Change Accountants |
| 62. Cold Calling | 62. Provide Team Incentives | 62. Become their Friend | | 62. Beg, Borrow or Steal |
| 63. Competitions / Surveys | 63. Survey your past customers | 63. Offer Free Trials | | 63. Keep Overheads to a Minimum |
| 64. Host Beneficiary's | 64. Survey people who don't buy | 64. New Product Launches | | 64. Stop Running Ads that don't work |
| 65. Strategic Alliances | 65. Provide a 1 st -time Buyer Incentive | 65. Train Your Team | | 65. Measure Everything |
| 66. Write a Book | 66. Office, Vehicle & Team Appearance | 66. Offer a Shareholding in Company | | 66. Regular/Timely Accounts |
| 67. E-books | 67. Lighting, Clean Toilets, Air Conditioning, Kids Room, Snack Bars and Background Music | 67. Sell more consumables | | 67. Get Phone Bills etc Checked |
| 68. 'Top ten ways to...' downloads | 68. Accept trade-ins | 68. Rolling Timeline of Communication | | |
| 69. Seminars & Events | 69. Bulk Buy Specials | 69. Calendar Timeline of Communication | | |
| 70. Fetes & Shows | 70. Scarcity & Limits, Fear & Pain | | | |
| 71. Open Days & Sign On Days | 71. Hire more/some sales/telesales people | | | |
| 72. Fundraising Campaigns | 72. Change your Direct Mail pieces | | | |
| 73. Coupon websites & Groupon | 73. Collect all prospects details | | | |
| 74. 'pop-up' stands and give-aways | 74. Stay in touch, cards, newsletters | | | |
| 75. Trade Shows | 75. Give away to get back, Reciprocity | | | |
| 76. Party Plan | 76. Factory / Site Tours | | | |
| 77. Network Marketing | 77. Target better prospects | | | |
| 78. Distributors / Agents | 78. Company profile & business cards | | | |
| 79. Licensees / Franchisees | 79. Gimmicks with Direct Mail | | | |
| 80. Market Days | 80. Charge for normally Free Advice | | | |
| 81. Change / Open More Locations | 81. A Gift Cheque towards purchase | | | |
| 82. Trade Longer / Different Hours | 82. Always have stock on hand | | | |
| 83. Test & Measure | 83. Offer Exclusivity | | | |
| 84. Provide Team Selling Incentives | 84. Allow Prepayment | | | |
| 85. Team Buying Incentives | 85. Set Sales Targets | | | |
| 86. Create a Referral System | | | | |

People And Education

1. Run An Ongoing Training System
2. Complete Team Members Positional Contracts
3. Complete Team Skill Based Sessions
4. Have A Redundancy System
5. Develop A Team Social Club
6. Subscribe To Educational Newsletters, Magazines etc
7. Develop An Induction Training Program
8. Run Team Building Training Programs
9. Develop A System Of Conflict Resolution
10. Develop Your Company's Rules Of The Game
11. Complete A Consistent Recruitment System
12. Develop Contingency Staffing Plans
13. Hold Regular Team Meetings
14. Develop A System For Recognition And Remuneration
15. Use Behavioural, Personality And Communication Analysis With All Team Members
16. Set The Company Vision And Write You Mission Statement
17. Build Career Planning Within The Company
18. Set Company And Individual Team Member Goals
19. Run Time Management Training
20. Complete Positional 'How To' Manuals
21. Team Development

Delivery And Distribution

1. Run Paperless Systems
2. Deliver Your Service With Consistency
3. Change Product Packaging For Safer Delivery
4. Reorganise Stock According To Highest Turnover
5. Simplify Your Order Pick And Pack Process
6. Forecast Stock Movements
7. Complete A Purchasing And Stock Receiving System
8. Outsource Logistics And Warehouse Support
9. Outsource All Delivery Of Purchases
10. Complete Regular Stock Takes
11. Quantify Service Or Product Delivery Costs
12. Measure Quality And Professionalism Of Service Delivery
13. Follow Up And Measure Quality And Time Of Delivery
14. Management System For Freight, Couriers And Vehicles
15. Measure And Use Re-order Levels
16. Use An Order Tracking System
17. Roster Staff For Service Delivery
18. Increase Security
19. Confirm Details Before Service Or Delivery
20. Use A 'Just In Time' Stock Delivery System

Testing And Measuring

1. Complete And Keep To Monthly And Yearly Budgets
2. Measure Conversion Rate For Each Person
3. Complete A Purchasing System For All Internal Purchases
4. Always Complete A Marketing Campaign Profit Analysis
5. Complete Petty Cash System
6. Keep A Record Of Your Profit Margins
7. Continuously Measure Number And Origin Of All Leads
8. Constantly Monitor Credit Control And The Age Of Your Accounts
9. Measure Your Average £ Sale For Every Team Member
10. Record The Number Of Transactions For Each Customer
11. Complete A Monthly Balance Sheet
12. Measure Key Performance Indicators In All Areas Of The Company
13. Complete Weekly Balance Sheet Reconciliation
14. Daily Or Weekly Update Cashflow Statements
15. Have A Daily Banking System
16. Complete Regular Stock Control Check Ups
17. Complete All Regular Government Returns
18. Keep An Asset Register That Includes Description
19. Work With An External Accountant For Tax Planning
20. Have A System For Payroll And Superannuation

Systems And Technology

1. Schedule And Complete Regular Maintenance On All Equipment
2. Use Computer Invoicing And Credit Monitoring
3. Document And Picture All Tasks In An Operations Manual
4. Run A Computerised Stock Control System
5. Complete Systems And Induction Program
6. Use The Latest Computer Programs
7. Complete A Phone/Fax System Upgrade
8. Go Through And Regularly Update Quality Control/Assurance
9. Run A Computer Back Up System
10. Run Both Internal And External e-mail
11. Document And Chart All Work-Flow Processes
12. Document All Sales And Marketing Systems
13. Document Information Flow Process
14. Use Purpose Designed Computer Database Program
15. Network All Computers For Ease Of Use
16. Use Rosters And Schedules For Repetitive Tasks
17. Complete A Policies And Procedures Manual
18. Complete A Machinery And Automation Upgrade Schedule
19. Document All Accounting Systems
20. Upgrade Office Equipment Regularly
21. Prioritise Extraordinary Tasks
22. Re-Systemise As Your Company Grows
23. Security Systems