

Oculus Business Development Coaching

Helping shop owners enjoy less stress and more profit.



*"If you want to succeed, you should strike out on
new paths rather than travel the worn paths of accepted success."*

- John D. Rockefeller

Business development is the creation of long-term value for an organization from customers, markets, and relationships. Long term value cannot be achieved without the ability to think clearly and make good decisions which requires the possession of expert skills in business management, finance and marketing, etc. The Oculus Business Development Program involves mastering these business skills, but there's more to your life than your business. In other words, your business isn't your only "business;" ...your *life* is your business...the only business that truly matters provided you let it be.

So, if your greater purpose is to live a better more satisfying life, your business can be an extraordinary means to that better life with the right skills...but which skills? The skills of creating a turn-key business that works? The skill of reaching your highest potential? The skill of leading others in a worthy endeavor? The skill of living a fulfilling life?

The Oculus Business Development Program is about developing those skills and many more.

What Oculus Provides

The Oculus Business Development Program is a systematic process for developing a profitable, competitive, growing business. This occurs through the coaching of business owners, who in real time adapt and implement proven practices in their businesses and free themselves to live their lives more fully.



Oculus is Education - Education is an important part of continuing to stay one step ahead of your competition. You will learn new concepts and proven practices that will impact your business in a way that exceeds that of prestigious business schools.



Oculus is Coaching - Coaching focuses on enablement. We elicit leadership's goals, clearly assess strengths and limitations, develop personal paths to success and assist with insightful suggestions, candid feedback and disciplined encouragement.



Oculus is Consulting - Consulting strategy with depth of knowledge specific to the sign industry. We provide custom assessments & tailored engagements to assist stakeholders align objectives to operations, overcome problems and exploit opportunities.

What Are the Benefits?

Every small business owner that applies the program processes to their business and their life, sincerely and earnestly, will get great results. While the specific results will vary, owners can expect some of the following types of results: reduced hours working in the business, reduced stress, increased income, a more positive outlook, increased sales, increased profits, increased productivity, and greater accountability among employees. Essentially, you will experience increased effectiveness in all areas to which you apply the program processes and principles.

As you progress through the program, make a list of the results as they occur: tangible as well as intangible, small achievements as well as blockbusters. You'll be surprised how quickly your list mounts up. It's a constant reminder of the value of this mastery.

What Does It Take?

Successful clients integrate the processes into their business by fully leveraging the following: inspiration, education, application, implementation and continuous improvement.

Inspiration is the wonder, the curiosity, and the excitement you need to take the next steps. It's the fundamental shift in thinking that every single process is. So, it's critical that you find that connection to the material, make the shift, and see why it's important to you and your business.

Education is understanding the process on a critical level. It's taking the inspiration and probing deeper into the principles and ideas. It's seeing how one process connects to other processes. It's seeing exactly how and why it makes sense, so that the logic is transferred from the process into you, so you can start viewing the world through that lens. New possibilities, not recognized before, develop from a new framework of perception.

Application begins with the worksheets in the process. You know it's important, and you now understand it, and so the next step is asking and beginning to answer the question, "What will this idea look like in my business and by when?" This is the door to the realm of the unknown, where it's uncomfortable. Fortunately, the process, along with coaching, will guide you, and keep you on track. Remember, planning is something done with incomplete information, but failing to plan is planning to fail. It won't always make sense to implement the program work right away, so it's critical that you create a plan for implementation, so your inspiration and understanding are documented to keep you on track to be utilized at the best time in your business.

Implementation is turning an idea into action through a system. This is where the rubber meets the road. You've created the vision for how the process will live in your business; you have a plan with the timeline. Ultimately it doesn't mean anything unless you execute. Put your plan into action. Involve as many people as you can. Hold yourself and others accountable; keep your eyes on the prize. With the inspiration, the understanding, and the application throughout, you're set up to succeed.

Continuous improvement is the realm of quantification. The continuous improvement process is just what term implies – a never ending cycle. A system can always be improved. So, this step is about establishing standards for performance, setting review cycles, and assigning accountability for management of the system. How will you know it's working? And if it's working, how will you make it even Better. Business development is a continuous cycle of innovation, quantification, and orchestration.

If mastering this process is going to work for you, you have to live it. Whatever you try will not be perfect. It doesn't have to be. Perfection is the mindset of the technician. Your business is a laboratory. You refine systems as you go along. It never ends. It's just that your personal involvement in the cycle decreases as you get free from your business.

Your Pathway is Progressive

As you move through the Oculus Business Development Program, you'll probably find that you progress at a faster pace than your business does. You'll learn the principles and processes more quickly than (most of) you will be able to put them completely into practice. Some of you will be able to move through your business as quickly as you move through it yourself, but at a basic somewhat superficial level. That's expected, and normal and you'll still realize great results. And through the years, as you and/or your employees perpetually develop the business using the tools and instruction we've provided, your business will experience even greater results.

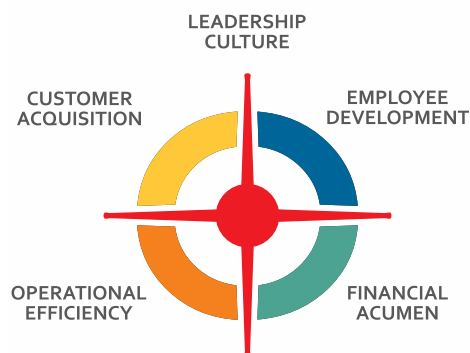
The Oculus Business Development Program is designed to accommodate any pace of implementation, fast or slow. The key is your ability to learn the material and how to implement in your business as well as to develop your own abilities as a leader and manager. When you have mastered the program, you'll have the ability to implement it in your business at an appropriate pace for the size and complexity of your business and based on its needs.

As you move through the program, you'll find that there are themes that repeat themselves but at deeper more sophisticated levels. Then, later, when it's appropriate, you will learn new ways to use the concepts to get greater results. It's like that throughout the program.

Progression depends on you. Each process guide can be used at any level of detail or sophistication you want. You can glean the basic ideas and apply them, or you can explore the ideas in great depth. You'll get value at any level but the more thoroughly you immerse yourself in each process guide the more value you will derive from it.

The Five Sectors of Management Focus

There are functions that are focused directly on interacting with your clients, there are also key functions that focus primarily on the development of the company itself.



View your business as one system, with five major subsystems and you'll see a useful and powerful universal business model that effectively demonstrates the integrative nature of all the primary systems in a business.

The sectors are the essential disciplines and processes. These provide the knowledge, the information and the structural foundation for your business to thrive. Together, they create a high

performing system - a turn-key system - a business that is system dependent – a business that is saleable – a business that offers a high equity return.

The essential business disciplines and processes are:

1 | Leadership Culture

Vision and strategy that give direction and purpose to everything, the spirit that injects energy into your business, and the actions of the business's leader who is the role model for everyone. So, when you think of leadership culture – think vision, action and spirit.

2 | Financial Acumen

Money Represents the financial side of your business. It's obtaining money, controlling its movement into and within your business in the creation of your company's financial value.

3 | Employee Development

Management Is the way you manage people, systems, and resources within your business. It's how you get things done without doing them yourself.

This is the primary activity in your business and are the most visible to your clients and provide the unique experience of your business - your competitive advantage.

4 | Operational Efficiency

Client Fulfillment Includes producing and delivering on your promise made in lead generation and lead conversion.

5 | Customer Acquisition

Marketing is research and analysis of your markets and customers, and formulation of marketing strategies and tactics and includes creating awareness in your target markets and attracting customers to your business's products and services.

Sales includes selling your products or enrolling customers in your services. It's the conversion of leads into customers.

The essential business disciplines and processes are business-based functions, and they aren't sequential. They all focus simultaneously and work in conjunction with each other.

Many ask, "How do I start systemizing my business?" The Five Centers of Management Focus provide the method. It's an intelligent effective way to organize your thoughts around your business, to give the starting place for planning & execution, to allow you to see your business as a high-performance machine that if built well and maintained well will work marvelously for you so you can live the life you've always wanted.

Understanding the Pathway

The Oculus Business Development Program is organized as a series of modules with each module focused on one of the five centers of management focus.

Everything in a business begins with the leader (that's you) so the program begins with the leadership module. There's nothing more important to a business than in-depth understanding of its employees, so the second module is the Employee Development. Financial Acumen (money) is the lifeblood of a business and is subject of the third module. Operational Efficiency, the fourth module, translates the leader's vision, and the essential disciplines and processes of team building

and money into action. And lastly the Customer Acquisition module concentrates on understanding your markets and customers.

When you complete the first 5 modules, you'll have everything you need to have "your house in order." And when you complete the implementation of what you learned in this series, you'll have a systemized, smoothly operating business, fully prepared to launch its growth.

The Four-Step Learning System

The Oculus Business Development Program includes a simple four step process that, when followed, will assist in your complete understanding of the content, and guide you through its application. Plan on one to two hours to affectively learn each process. Why? Often too little room is left for learning before taking action. And this makes business development more difficult than it has to be. So, take the time you need up front to understand what you're doing and why are you doing it.

The time it takes to complete the worksheets and implement the material varies business to business. But with your careful preparation, in addition to your ongoing meetings with your coach, you will have the confidence you need to get the results you want, now and in the future.

Step One: Read the Process Casually.

The first step in learning is reading the material for an overall grasp of the main points and results. Start with simply reading without concern about how to do the work. Then scan the process for a bit more detail on what the process is asking you to create in your business, and how it might relate to previous process work and your business development thus far. Write down any questions you have or concepts in need of clarification.

Step Two: Read the Process Critically.

The next step is to re-read the process booklet; however, this time read it to gain a thorough understanding of the material. Have your written questions available as you review each section.

Step Three: Develop Your System

The next step is to begin designing the system. Many of the developmental steps are included in the worksheets, but not all. There are many other considerations before a system can be designed and implemented. Ask yourself the following as you go through the process and its worksheets.

- What steps should you take to successfully design and implement this system in *your* business.
- What is standing in the way of your completing this?
- Are there any other processes that apply here?
- Who in your business can help you?
- How much of this can you delegate to others? To whom can you delegate?

Develop an action plan to design and implement the process in your business with specific steps to be completed, due dates, and the person accountable to complete the work. Then put the plan in motion.

Step Four: Implement the System in Your Business.

This is the most important step in the program! You can become a “Master” and learn the material well enough to pass a test or write a paper on the subject, but until you actually apply what you learned you will not get the results you want. Filling out worksheets neatly and filing them in a drawer will not get you free from your business! By implementing the Business Development processes you take it one giant step further. You effectively will be managing your business, not letting it manage you!

Implementation is the final test you must pass, and you're the only one who can grade your performance. It may take a few days, few weeks or even a few months to complete the step in the process. You may find yourself continuing to work on one step, even as you move on to new material in the program. Stay with it. Once you learn the material and develop your plan of action, do whatever it takes to implement it. Ask your coach for help. Ask another business owner, someone you can trust for ideas. Ask your employees for their input. Talk with your accountant, your vendors, anyone who might be able to help. Don't let anyone or anything stop you!

Using this four-step system every time you cover new material in the program will go a long way to getting the results you want in your business and life.

Study the material a day or two after the meeting in which it was assigned to you. This gives you plenty of time to complete the worksheets and begin to begin the new system. Staying on top of the assignments in this way helps ensure you will reach your goals in a timely way.

Challenge, Fun, and Deep Satisfaction

Oculus Business Development will challenge you. Count on it. It will also be a lot of fun. Count on that too. And it will be immensely rewarding.

More than anything else you, will get a deep sense of satisfaction from your growing business mastery. Your small business development knowledge will exceed that of people with degrees from prestigious business schools. More than that, your personal skills and knowledge will reach the point where the word “master” is no exaggeration. Even more than that, you'll have greater clarity about your purpose in life and how you pursue it. And best of all, you'll have the freedom to do just that.

Your business will be what you've always dreamed it could be and maybe more than you dreamed.

So will your life, you will find yourself achieving more of your personal objectives than you ever thought possible.

And you will make it happen. What could be more satisfying than that?

About this program



This program is a result of my own journey. I didn't always know how to manage my own companies and still have the time to be a great father and husband and enjoy the things most important to me. I struggled to find a system that would allow me to manage and focus my ideas to produce measurable results in all the areas of life that mattered to me most.

What you're about to learn is the culmination of over three decades of my focus - modeling the most successful businesses and learning with and coaching hundreds of my own employees and managers.

This business development program is designed to help you and your managers implement elite, proven, solutions that delve deeply into the core fundamentals upon which your company is based. By injecting an instructional approach, one-on-one personal coaching and a plethora of proven strategies into your current business framework, you will open your mind to an even greater level of potential and possibility, while walking away with real tools to maximize your bottom line.

I'm deeply excited and privileged to have this opportunity to share with you the best of what I've learned as well as to learn from you in the process.

Let's begin the journey to together, and in the process enjoy more life and more profit.

Warmest regards,

John S. Hackley | ASBC



Production Management Systems | Shop Makeovers | Performance Assessments | Business Development

Serving the United States and Canada

For a free 30-minute discovery call, please contact John via email or LinkedIn.

Jhackley@oculuscoaching.net

