

A Brain-Based Model for Effective Business Systems

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A Brain-Based Model for Effective Business Systems

The answer is simple: develop and implement efficient systems.

The exit plan for all business owners should include creating a profitable venture that can operate without the owner. When a business reaches this stage, the owner has created an income-producing investment, rather than a self-employed job. A business that does not rely on the owner to work in it greatly increases in value and gives the owner the luxury of either selling it for a nice profit or using the income stream to finance the owner's desired lifestyle and other activities.

But how does an owner create a business that can operate without him or

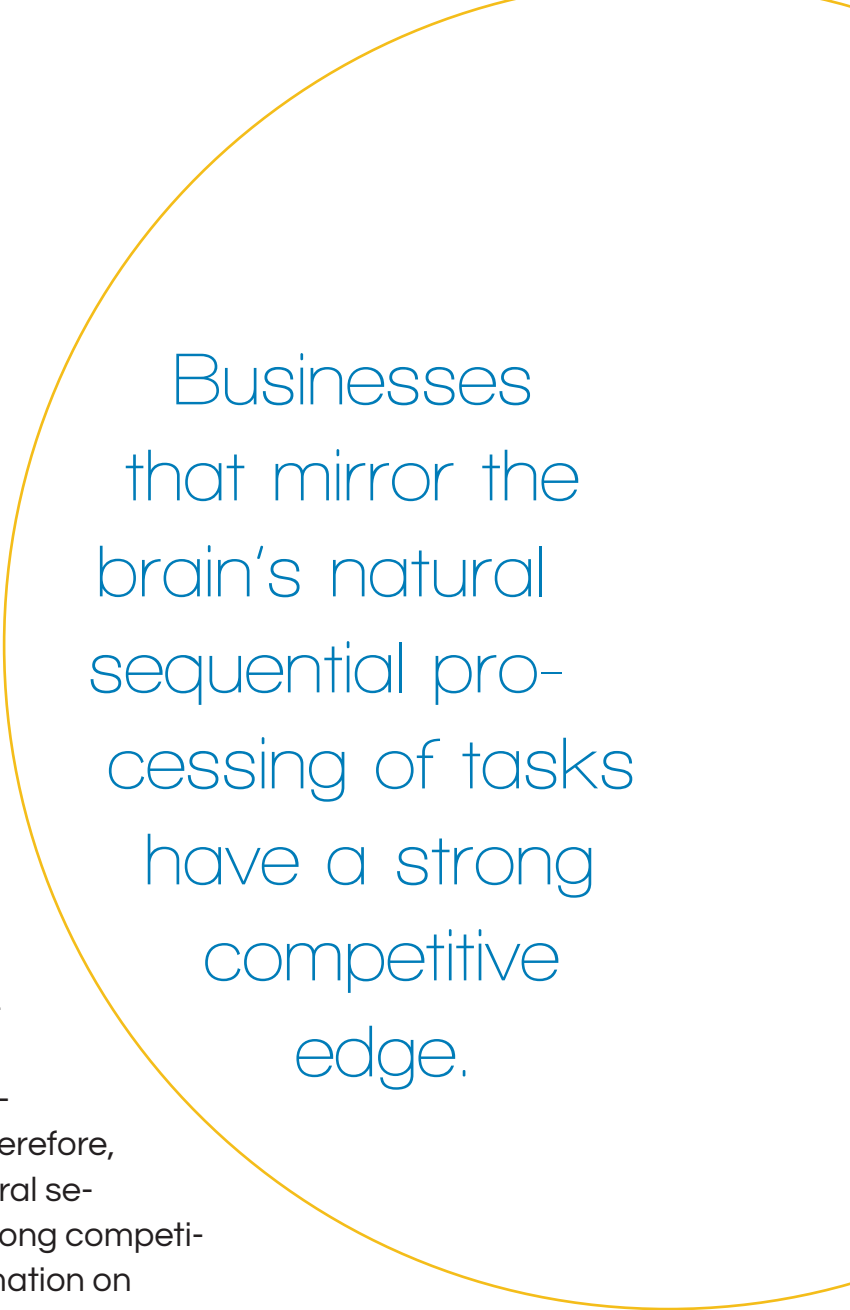
her? The answer is simple: develop and implement efficient systems.

Neuroscientist John Medina states in his book, *Brain Rules*, "Taking your sequential brain into a multitasking environment can be like trying to put your right foot into your left shoe."

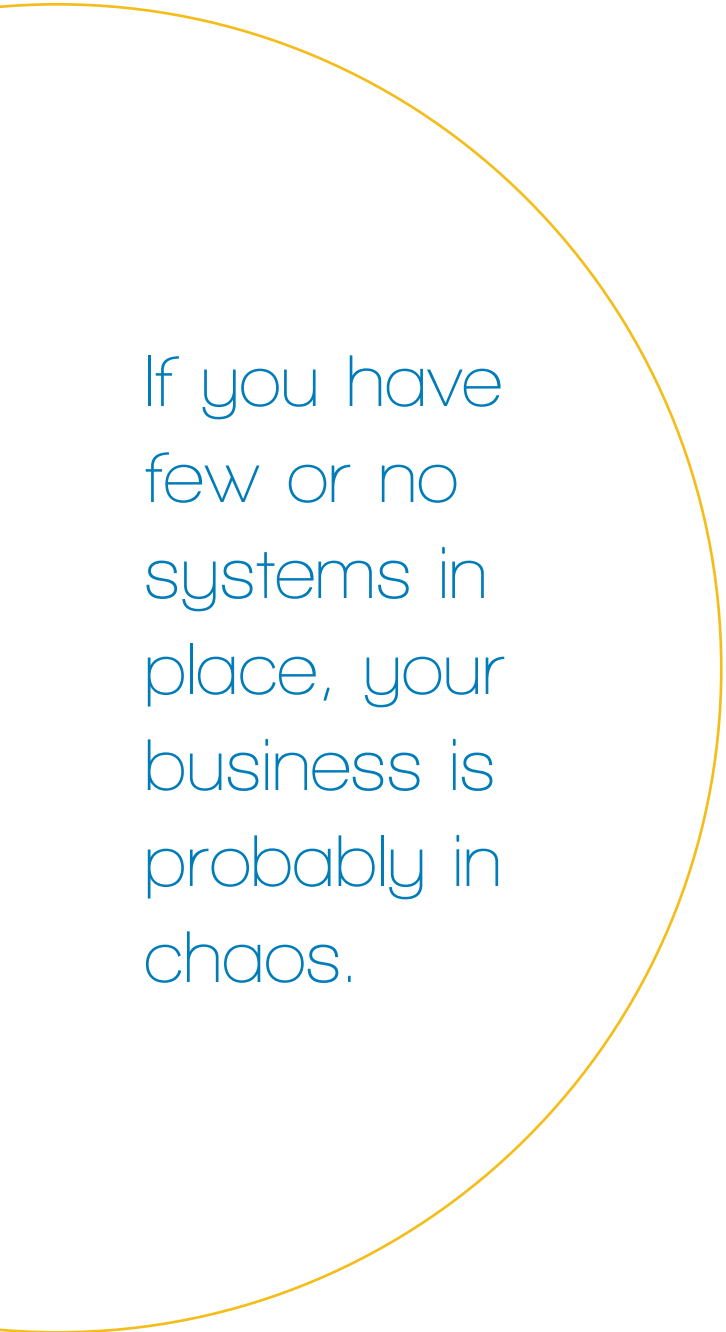
Recent research clearly shows that attempting to multitask actually reduces productivity by up to 50 percent and increases mistakes by up to 50 percent. Therefore, businesses that mirror the brain's natural sequential processing of tasks have a strong competitive edge. (See article 2 for more information on multitasking.)

From my experiences as an executive with the McDonald's corporation and coaching hundreds of smaller businesses worldwide, I've designed six steps to creating effective business systems that work with – not against – the way your brain naturally functions:

1. **Start creating basic systems.** Chances are, you already have a systematic way of per-



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forming at least some of your business functions.

You just haven't thought of them as "systems."

If you have few or no systems in place, your business is probably in chaos. In that case, I highly recommend you start creating systems immediately so you decrease the chaos.

- 2. Document your systems.** How do you communicate your systems to your team if they aren't recorded somewhere? Verbally explaining your systems over and over can be a huge waste of your valuable time.

Having well-documented systems actually increases the value of your business to a prospective buyer.

When people purchase a franchise, a McDonald's restaurant for example, what they are really buying is a documented system that is proven to produce income. Document your systems "as if" you were developing a franchise manual, and not only will you increase the effi-

ciency of your business, you will increase its value.


A quick tip: documentation means it is recorded in some medium. It's not limited to writing—you can also use videos to record how your systems work. Using videos instead of written documentation can save you a lot of writing, and videos may be more helpful when training others how to use your systems.

Systems documented on video often enhance the training process.

3. Train your team on how to use your systems.

Don't assume that, because you created a system, others will follow it. You need to have them trained in order for them to follow the systems you created. Systems documented on video often enhance the training process because about 30 percent of our brains are dedicated to processing visual input.

4. Implement your systems. Why go to the trouble of creating and documenting a system and training your team if you aren't going to implement the system? Unfortunately, I've dis-



Creating systems not only helps your business, it helps your brain.

covered that many business systems are never fully implemented.

5. Measure the results of your systems. It's great to have systems, but unless you measure the results, how do you know if they're working well?

6. Use the measurement results to improve your systems. The Japanese have a concept they call "kaizen," which means continuously improving what you do. Even if your systems are working well, you can often tweak them for even better results.

The best way to train your brain and harness the power of neuroplasticity is to focus on a specific task and frequently repeat that task. (See article 2 for more information about neuroplasticity.) The more you focus on and repeat a task, the easier it is for your brain to remember and complete the task. And the more you train your brain in this manner, the less energy your brain requires to complete those tasks. Creating systems not only helps your business, it helps your brain.

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