

## Can't Find Perfect People?

### Greetings Small Business Owner:

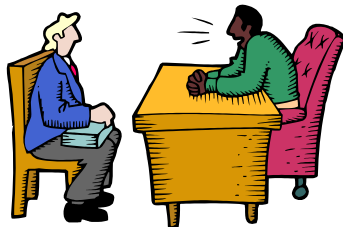
Have you ever said: "**I could grow my business if I could just find people who would do things exactly how I want them done?**" Are you waiting to expand your business until you find that mini-you? Will finding the perfect person suddenly make your business run perfectly?

I talk to many small business owners who believe this is true. Unfortunately, they are still looking for perfect people and their business is not growing. And worst of all, they are frustrated because they're stuck and don't know where to turn.

Let's talk about an alternative to having the ideal employees: having systems and processes in place so that even an average performer knows what they need to do to perform their job!

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### Not People?



This may sound like I'm not respecting the role that good people play in a company. That is definitely NOT what I'm saying. People are what drive a company to success.

But what is driving the people? Can you, the owner, check their every task? How long can that be effective? For most people that isn't a fun way to work.

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### Systems?



So, what are systems?

This word gets thrown around a lot but it doesn't have to be complicated. Systems are simply **the established steps needed to accomplish a task in order to produce a desired outcome.**

In his book the *E-Myth Revisited*, Michael Gerber uses McDonalds as an example of the perfect standardized business. Since I personally did a teenage stint at McDonalds, I know firsthand that you can take a 16 year old, show them a set of steps to

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follow to make french fries, and then perfect fries come out. I was trained (via video), I was shown how, I performed, I was monitored and I was given feedback about how I followed the steps. This is a system!

## Systems Help People



So, what are the systems and processes a business should have?

Every significant activity in your business needs a WRITTEN process for it. You need a sales process, an estimating process, an ordering process, accounting processes, production processes, customer service processes, and employee procedures, at a minimum.

To again quote from *The E-Myth Revisited*, "systems are created in a business that has the belief its true product is not WHAT it sells but HOW it sells and delivers its product."

You should be trying to create a business that is systems dependent, not people dependent. If you can only deliver with the very top people working in your business, they will be difficult to find and you'll have to charge like you have very expensive people!!

Ordinary people can do extraordinary things if they're given a way to do them. Spend more time perfecting your processes instead of your people. You will be further ahead in growing your company.

If you need some help in getting these processes in place, give us a call. We can help you do it faster.

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