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EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE





Stop Getting in Your Own Way: How to Run Your Business Without it Running You

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Co-Owners

Hustle + Gather

Contact Information (optional)



Today's Agenda

Hear Some Hard Truths

Identifying areas of your business that you can let go of

Look Inward and Self Evaluate

Learn your management and leadership style

Create a Kick Ass Support System

Finding the hire that aligns with your vision and goals

Learn to Let Go





Story Time!

Two Things We Know


We Love Small Business!

“Time isn’t the main thing;
it’s the only thing”

-Miles Davis




Some Truths



80% of the total time on a workday is spent doing tasks with little to no value and only 20% is spent doing something of importance for the company.

- *The Alternative Board*



Three hours per a
day are spent by the
average manager on handling
unforeseen interruptions
and problems.

- *The Alternative Board*

A photograph of an orange tree with many ripe, bright orange fruits hanging from the branches. The leaves are green and dense. The image is split diagonally, with the top-left portion showing the tree and the bottom-right portion being white.

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Business owners spend
only 32% of their time
working ON the business.

- *The Alternative Board*

**Where
Does the
Time Go?**



What takes up your time?



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49% of Working
Professionals have
never conducted a time
audit to see and
analyze how they spend
their time.



Where You Should Be Spending Your Time

- Strategy and Planning
 - Finances
 - Leadership and Management
- 
- 

Letting Go is Hard!

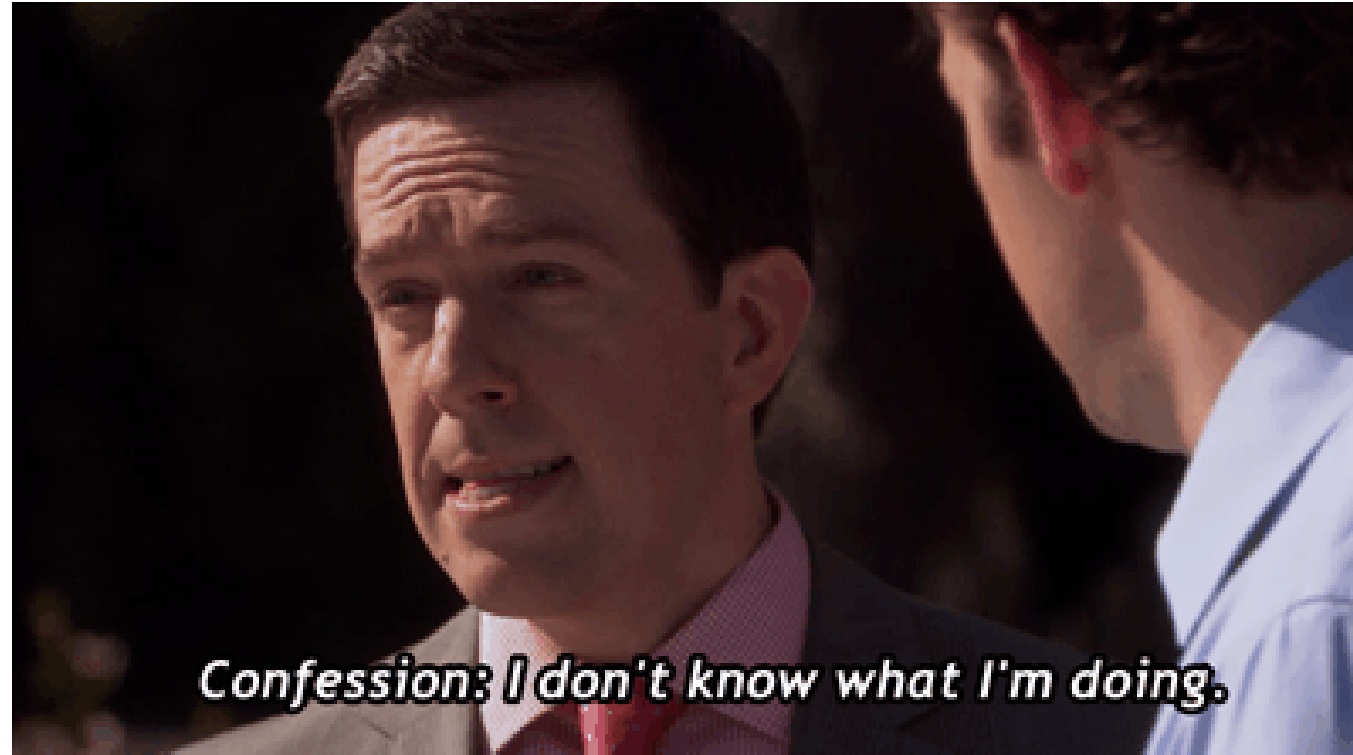
HOW DO YOU LET GO

Scaling

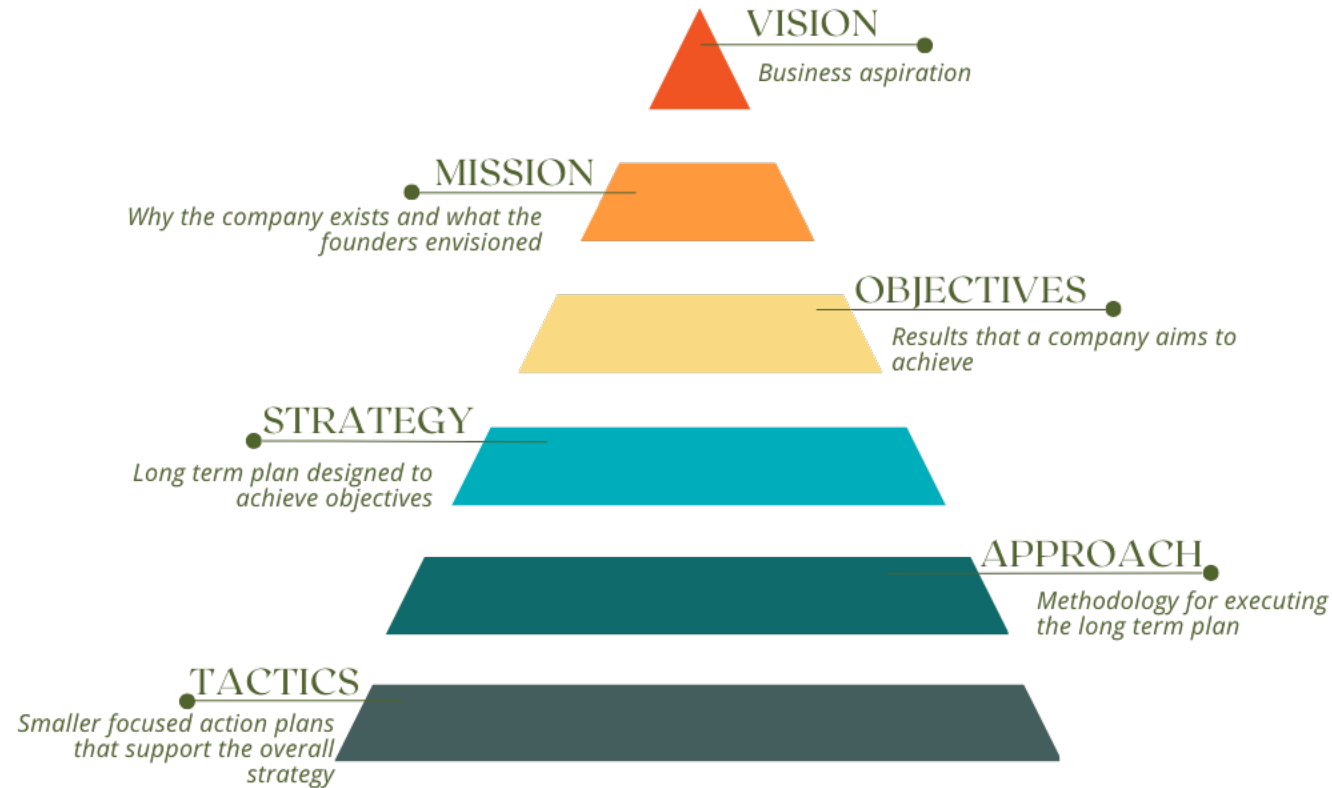
Hiring with the 80% Rule

Strategic Vision

How many of you can relate?



Steps To Develop STRATEGIC PLAN



A Strategic Plan is..





C & D Mission Statement

We are a community of professionals dedicated to supporting and motivating each other towards authenticity and leadership. We strive to create approachable and genuine connections that celebrate individuality.

What do I need to adjust?

.

Finances

Why are we still doing this?



What to Keep

- Cash Flow
- Projections
- Profits and Losses
- Sales Reports
(Quarterly)

As a Manager

- Profit and Loss
- Sales Reports
(Weekly or Monthly)
- Sales Projections

What to Delegate

- Bookkeeping
- Automated Systems
- Reliable Accounting Professional
- Collections

HOW TO LET GO

Set up Financial
Calendar reminders

Look for Automations

Ask for
recommendations

What can I let go of?

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Leadership

Don't Be That Guy





**Do you even know who
you are?**



Emotional Intelligence is a powerful tool for leaders.

Their ability to read employees' emotional state, reactions, and stress levels help them manage their teams with a strategy and approach that is both thoughtful and compassionate, but also direct and with trackable outcomes.

- *Steve Goldstein*



Can't we all just get along?

Yes! But you have to..

Understand your management style

Know your areas of weakness

Break down your walls



Strengths

Lead through example, organized, consistent, attention to detail, and pragmatic

Weakness

Reactive and critical, overly involved, opinionated and inflexible

Where you can Develop

Learn to delegate and stop hovering or constantly checking up on others



Strengths

Lead through motivation, develop excellent relationships, supportive, and resourceful

Weakness

Overly relationship focused, saying no and setting boundaries, too involved

Where you can Develop

Take time for yourself to rest and focus on tasks equally as the relationship



Strengths

Lead through clear goals, entrepreneurial, can-do attitude, and focused

Weakness

Too competitive, abrupt and impatient when stressed, over work yourself

Where you can Develop

Identify less with work as the primary sense of who you are and the value you bring



Strengths

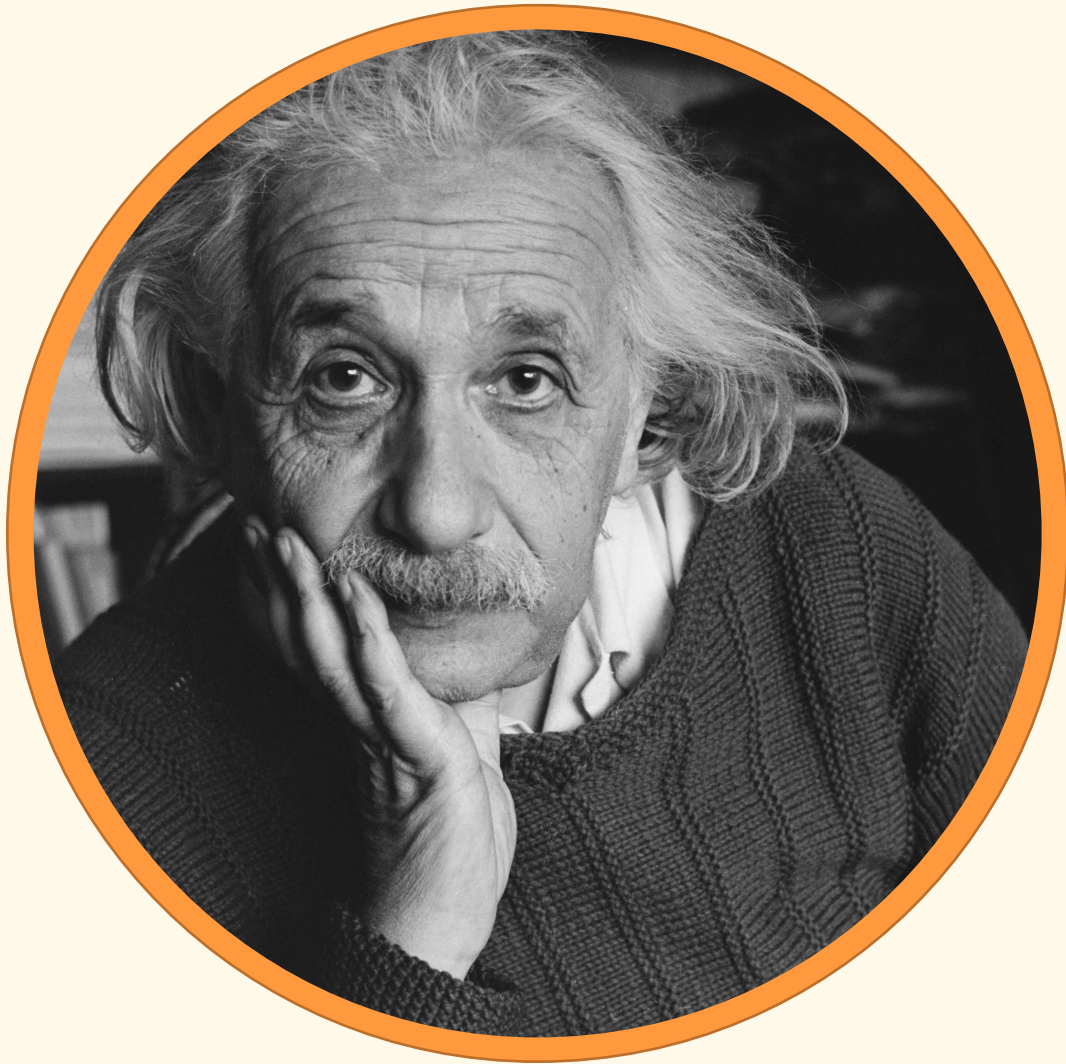
Lead through value-based vision, creative and compassionate

Weakness

Too intense or moody, over emphasize your feelings, withdrawn, and sensitive

Where you can Develop

Focus less on your self and your feelings and the emotional needs of others.



Strengths

Lead through research and planning, logical, and objective

Weakness

Being detached, remote, or aloof. Too Cerebral and overly independent.

Where you can Develop

Learn to access your emotional state in real time and trust your instincts more



Strengths

Lead through collaboration, creative problem solving, and loyal

Weakness

Being too wary or too risky. too compliant or too defiant. Projecting your feelings

Where you can Develop

Ask fewer what-ifs and more why nots and take more risks



Strengths

Lead through innovation, high energy, idea generation and curiosity

Weakness

Impulsive and unfocused, avoiding difficult issues, rationalizing and no follow through

Where you can Develop

Talk less and listen more, stand still and focus on execution equally with the idea generation



Strengths

Lead through strategic vision, understanding influence networks, honesty and boldness

Weakness

Being controlling and demanding, annoyed with slow pace or lack of action, highly over-extended

Where you can Develop

Learn to forgive and forget and remember there are multiple valid perspective and invite conversation



Strengths

Lead through diplomacy, inclusive, patient, respectful, and consistent

Weakness

Unassertive and indecisive, avoid conflict, overly accommodating

Where you can Develop

Believe in yourself, honor what you have to offer as a leader and share your point of view with others

Ultimately, You Don't Want This



HOW TO GET OUT OF THE DAY TO DAY

Work on your areas of
weakness

SOP's

Empower your
employees

How can I empower my employees?



What does this all mean?

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3 Paths Forward

Cruising

Selling

Dreaming

Cruising or Selling Aka- An Exit Strategy



**If you have an exit strategy
– it's not a passion**

- Mark Cuban



Say What?



TIPS

Want to Sell?

1. Plan Ahead
2. Understand the value

Ready to Cruise?

1. Fix those SOP's
2. Hire!!

Dreaming Again

Aka – Diversifying

What is Holding You Back??

Delegating

Fresh Perspective

Time

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Time isn't
the main thing.
It's the **ONLY** thing.

-Miles Davis



Thank you

We appreciate your time with us today!

You can reach us at:

www.HustleandGather.com

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Q&A



Continue the Conversation



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