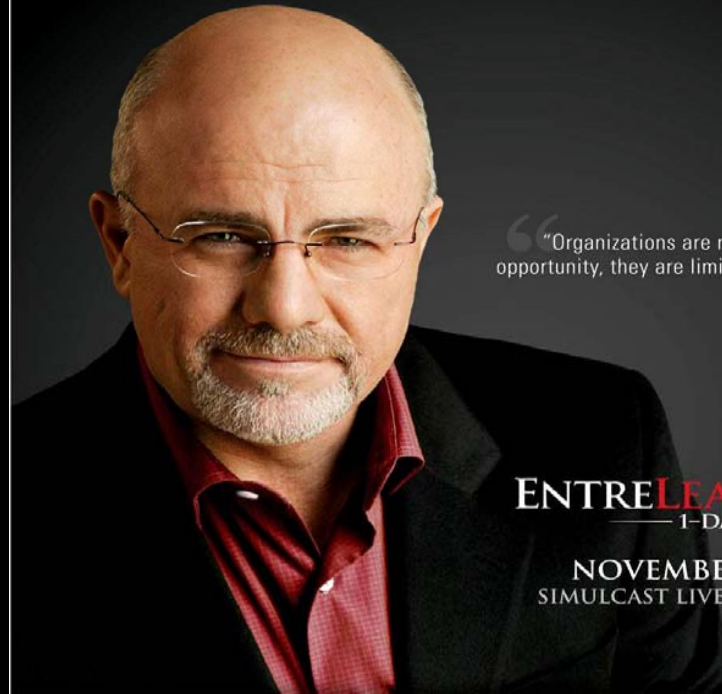


DAVE KNOWS BUSINESS.

At EntreLeadership 1-Day, experience Dave Ramsey live, as he shares how to grow your business and lead your team from a biblical perspective.



“Organizations are never limited by their opportunity, they are limited by their leaders.”

—Dave Ramsey

ENTRELEADERSHIP
— 1-DAY —

NOVEMBER 5, 2010
SIMULCAST LIVE NATIONWIDE

ENTRELEADERSHIP

“Organizations are never limited by their opportunity, they are limited by their leaders.”

About Dave Ramsey

- Established a 4M real estate business by age 26, then lost it all by age 30. Since then has rebuilt his financial life and uses the lessons learned to teach others.
- On 450 radio stations nationwide
 - *The Dave Ramsey Show*
- 4.5 million weekly listeners



Teamwork, whining, and Spiderman



Importance of being a Team

- “I don’t want employees, I want a team.”



No whining about the “economy”

- Adjust how we do business.
- Do something different. Reinvent.
- There are plenty of bright spots where people are making money in this economy.



Spiderman



- With great power comes great responsibility.
- My job is to create jobs and grow the company.
- Congress doesn't create jobs. Obama doesn't create jobs. Small businesses create jobs.





A Few Money Myths & Truths

With microwaves and crock pots



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MYTH & TRUTH #1

- **MYTH-** Borrowed money is needed to start or expand a business.
- **TRUTH-** Starting or expanding more gradually and with cash lowers risk and minimizes mistakes.



MYTH & TRUTH #2

- **MYTH-** Large equipment purchases require a business to use debt.
- **TRUTH-** Four things will avoid risk and mistakes on large purchases:
 1. **Rent** (Pitney Bowes, scissor lift)
 2. **Use third party services** (Zendesk, Google)
 3. **Buy USED** whenever possible
 4. **Pay CASH**



Use Three Budgets/Cash Forecasts

1. Best
2. Probable
3. Worst



Microwaves and Crock Pots

- “I don’t sell microwaves. I’m in the crock pot business.”
- We live in an instant gratification culture that uses debt to get what we want “now”.
- Pay cash and use patience in growing the business.
 - Can be applied to your personal finances too!



Mission, Purpose, Goals



McKenzieBooks.com

Mission & Purpose

- Why are we in business?
 - To make money? No.
 - To enrich and enhance lives through books & multimedia.
- I like this: “Make money for the good of others.”
- We get **certificates** of appreciation when we serve our customers well.



Mission & Purpose

- Those **certificates** have Presidents' faces on them.



Goals

- “If you aim at nothing, you will hit it every single time.”

Goals

- Goals that work must:
 1. Be specific
 2. Be measurable
 3. Be yours
 4. Have a time limit
 5. Be in writing



Goals

- Involve the team in setting shared Goals.
 - This is an area I can improve.



Establishing Priorities

Important

- **Urgent**
 - Example: work crisis or any emergency.
- **Not Urgent**
 - Example: preparation, planning, relationship building, and renewal.

Not Important

- **Urgent**
 - Example: some phone calls, some interruptions (“out of coffee”)
- **Not Urgent**
 - Example: watching TV (“who got voted off the island”), gossiping, or anything in excess.



Problems & Solutions

With monkeys and the zoo



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A problem is a monkey

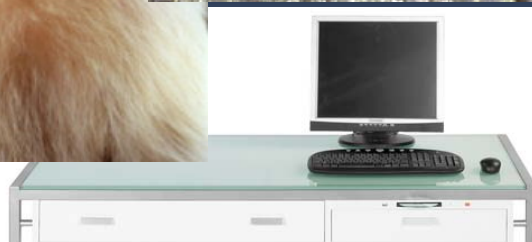
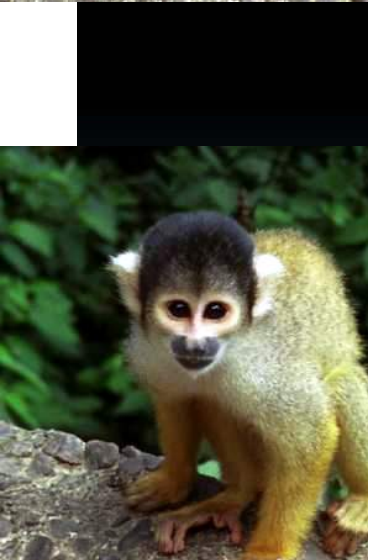
- Let's say that you take a problem to your Leader (Supervisor or Manager).
- The problem represents a monkey.
- You drop your monkey off at their desk, you explain a little about what kind of monkey it is.
- You leave.



A problem is a monkey



Monkeys and the Zoo



Bring three solutions for the monkey

- I have this monkey problem and I came up with three possible solutions:
 1. We could put it in a cage.
 2. We could call animal control.
 3. We could teach the monkey how to shelve books.



Take your monkey with you

- If appropriate, **take your monkey with you!**
- If you have an agreed upon solution, in many cases you can take the initiative and solve the problem yourself.





Hiring

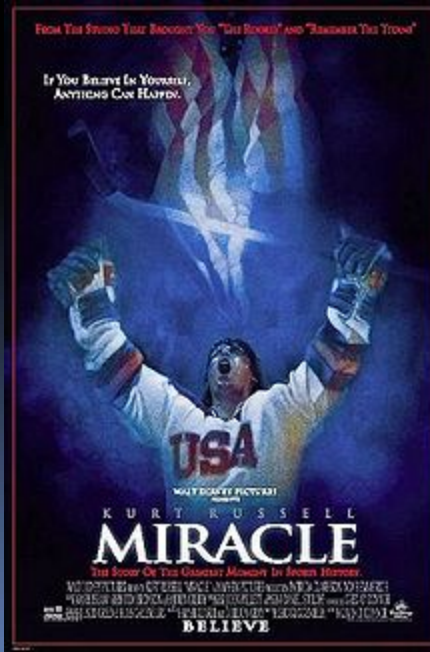
Getting the right people on the BUS



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Hiring

- *“I’m not looking for the best players. I’m looking for the right ones.”*
-Coach Brooks, 1980 Gold Medal US Men’s Hockey Team



Hiring

- Who are the “right ones”?
 - Aligned with our Mission and Values.
 - Supportive of our Vision.
 - Listen for clues during the interview process.
 - 20-10 rule



The BUS

- Get and retain the right people on the bus
- Don't hire the crazies, or the boneheads.
 - “Don't let them on the bus!”



Invite your “good” friends on the BUS

- Everyone has their “crazy” friends.
 - Don’t send us your crazy friends. Send us your good friends. 😊



Hiring

- **Biggest mistake small businesses make:**
 - Not taking the **TIME** when filling positions.
- **Good hiring decision vs. bad one:**
 - Many times can take **FOUR** times longer to recover from a bad hiring decision vs. taking the time to begin with on a good one.



General Takeaways



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Gossip

- Gossip is wasteful time and is hurtful and damaging.
- Dave's company has a zero tolerance policy.
 - One warning.
 - Then, you're fired.
- Environment or person issue?



Jim's personal takeaways (part 1)

- Be more bold.
- Don't be so concerned about whether or not my team will "like" what I have to say. Just say it.
- Be passionate, and communicate that way.
- Cast the vision, and communicate that I care deeply about the vision.



Jim's personal takeaways (part 2)

- Don't waste time on non-urgent, non-important stuff.
- Involve the McKenzie Team more for setting shared goals.



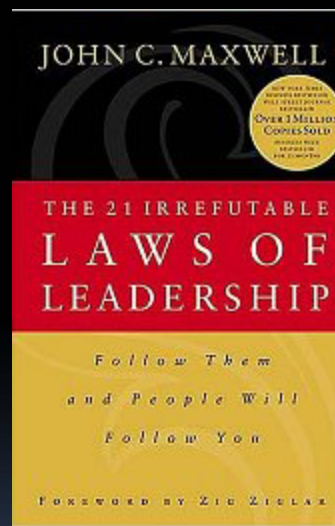
Don't give up

- Don't give up.
- Don't give up.
- Don't give up.



Book recommendation

- Now available in the Learning Library:



Questions, comments?



