

THE SYSTEM FOR SYSTEMS

Build a business that works without you.



Many business owners struggle to grow their business past a certain point—



It's as though their business reaches a plateau based on limiting conditions often invisible to the owner themselves. In this short report I'd like to share with you a break-through concept so disarmingly simple, it's easy to underestimate its power. This is the single idea that moved my business from Stationary to Scaleable.

But before I reveal the concept, you need to understand the context in order to fully get the "Ah-ha!" moment I know you'll have—so let me set the scene. Also, if I may be so bold, I'll make some assumptions, too.

I'll assume you already have a great product or service—one which you truly believe in. People find you through your existing marketing, word of mouth and the credibility you've built up in the marketplace.



David Jenyns, talking *sysEems* at our most recent event in Melbourne.

Over the years your business has grown but you're starting to notice something—you've stalled, you're not moving forward like you once were.

You work a 60+ hour work week, money always seems tight no matter much business you bring in, you're overwhelmed and frustrated with your slow progress—it just feels like you're on the hamster wheel. To top it off, you seem to be the only one in your business with the right answers.

Like most business owners, your diary or “to-do” list is 50 pages long, detailing all the things you *should* be doing. One by one, you check them off, but the list never seems to get shorter.

You might have employed staff, recruited them to help you complete some of the tasks on your list but you're still not getting ahead. In fact, initially when you hired them, you thought they'd lighten your load by getting some of your work done but now you actually find you're busier than ever.

You spend most of your time putting out fires and you never seem to get to your own list of “to-do's”.

The good news is, this is normal. Every business owner goes through this phase. The sad news is, most stay there! They never discover the secret to breaking free. They just keep doing the same old thing expecting that, at some point, things will miraculously change.

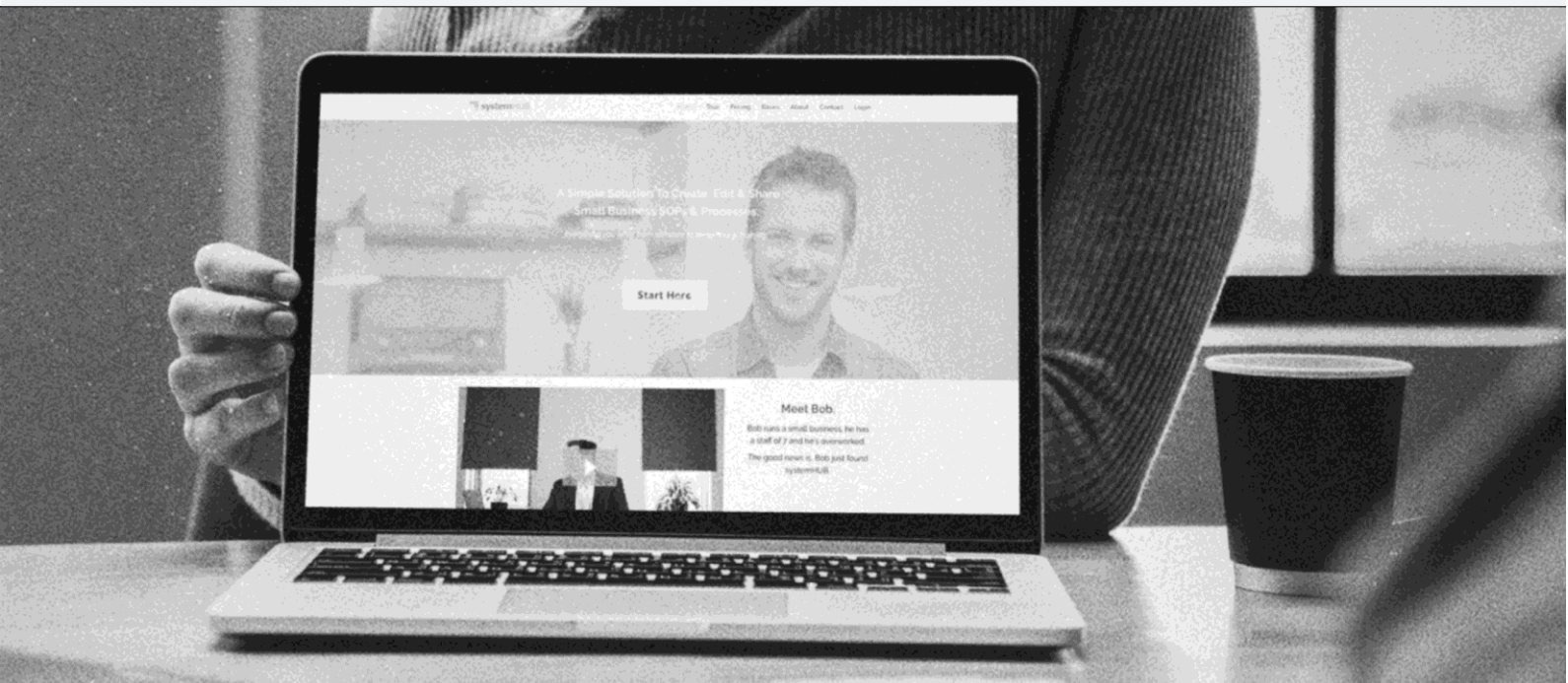


Melissa Crowhurst, sharing her secrets to business systemisation.



So what's the secret?

It's the same secret Richard Branson used to scale the Virgin companies. Which is the same secret Tim Ferris author of *The 4-Hour Work Week* uses and it's also the same secret shared in the movie about McDonalds creator Ray Kroc, called *The Founder*.



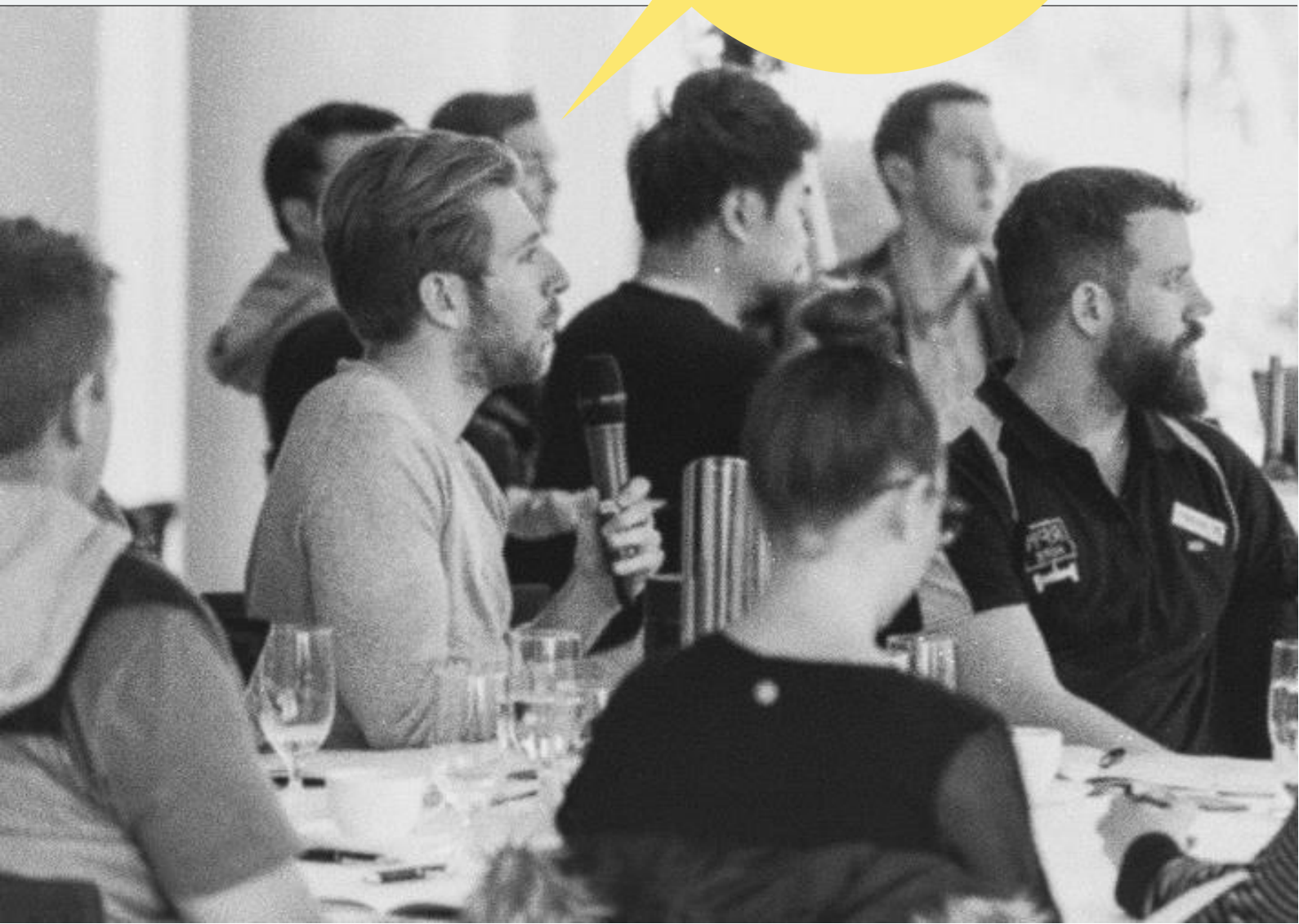
Systems. Yes, the secret is **systems.**

At some point, to grow your business to the next level, you need to create business systems, processes and procedures. Systems do many things, but two of the most significant for our purposes here is that...

1. Systems will run your business more efficiently, help it grow quicker and allow it to make more money!
2. Systems release you from the day-to-day operations, giving you the freedom to work "on" the business rather than "in" it.

You might even intuitively know that business systems are the answer to many of your troubles, but...

Dave, how am I going to find the time to document everything I'm doing and create systems when I barely have the time to drink my coffee before it goes cold?





This is the point where most business owners get stuck. But I can assure you that if nothing changes and you don't make a move creating systems, in 12 months' time, you're going to be in the same position you're in right now—stuck.

How can I be so sure? Because I was stuck, where you are right now, for the first 10 years of my business.

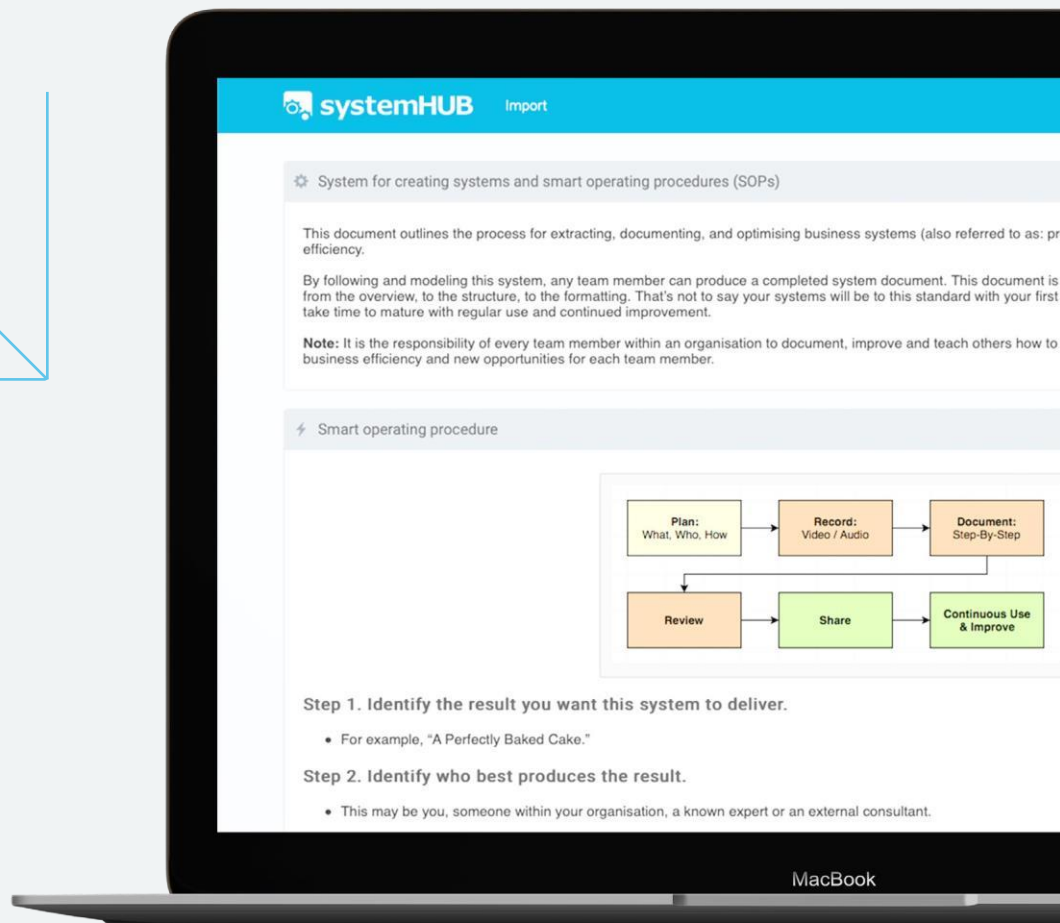
So what changed? One of my business mentors asked me, “Why don't you just hire an expert systems consultant to create the systems for you?”

My first reaction was “I don't have the money to hire a consultant to do that sort of work...” I didn't have a multi-million dollar business, then like my mentor, so I didn't hire a consultant.

But, that question from my mentor lingered in my brain. I started to question whether I should be the one creating systems. After some deep soul searching, I realized I wasn't. My job as a business owner is to spearhead new business and drive innovation. My time is not best spent documenting processes!

In fact, with this insight, let me liberate you by saying...

As the business owner, **you are the worst person to create systems within your company.** And the best news is, you don't have to create the systems yourself—I'm going to give you the system that enables your team to do it for you.



Using the **System for Creating Systems**, any team member can document, organise and optimize how they do things—this system takes you completely out of the loop! This system, plus a few smart team members, will set off a chain reaction in your business like knocking down the first domino in a series.

So, here it is...

System for creating systems and smart operating procedures (SOPs)

This document outlines the process for extracting business systems (also referred to as: procedures, processes, SOPs) for maximum efficiency.

By following and modeling this system, any team member can produce a completed system document. This document is an excellent example of a completed system - from the overview, to the structure, to the formatting. That's not to say your systems will be to this standard with your first draft but rather one to aspire to. Systems often take time to mature with regular use and continued improvement.

Important:

Creating systems is a two-person job. You'll need a knowledgeable worker (the person who knows how the task is complete) and a systems champion (the person who will do the documentation).

Smart Operating Procedure

Step 1. Identify the result you're looking to achieve with this system.

- For example, "A Perfectly Baked Cake."
 - **Suggestion!** Start with something simple. There will be plenty of opportunities to create more complex systems or refine this first one later on. For now, start off with a straightforward process.

Step 2. Identify who produces the result.

- This is the person who knows how to complete the task, the standard-setter. This could be an employee, a contractor, or even the business owner. They are the "knowledgeable worker."

Step 3. Determine the capture method.

- Video recording, screen recording, audio recording, interview, etc.
- The aim is to make the recording process as stress-free as possible for the knowledgeable worker.
 - **Suggestion!** The ideal method to capture a task is by video recording via screen capture as it's being done. This way the person doing the task can simply talk through what they're doing and why - and their actions are visible to the person learning.

Step 4. Record the task being completed.

- Once you have your key person on board with systemisation (this could take some persuading), have your systems champion set up a time to record the process.

- Don't heavily script or plan the shoot, and continue shooting even if mistakes are made. In fact, it's best to keep recording and explain mistakes if/when they happen and what was done to fix them.
- **Suggestion!** If the knowledgeable worker is camera-shy, making sure everything is set up and ready to go ahead of time can help calm their nerves.

Step 5. Create a new system.

- If this is your very first system, identify where to store it. A file storage solution could work, though systems management software is ideal.
 - Again, keep it simple. Whatever organization method you choose should be as easy as possible for your team to use.
- The systems champion will create folders for each of the business's departments and place this new system in the appropriate folder.
- To keep the systems document as organized as possible, consider including these headings:
 - *System Title* : This should be concise, but not at the expense of the most appropriate and descriptive keywords. Thought should be given to the search terms your team might use when trying to locate this system in the future.
 - *System description* : What is the system for and what are the expected outcomes? Keep this brief
 - *Relevant links* : Add a link to the video recording of the task being completed and any other relevant files, templates, or required resources.
 - *Knowledgeable worker*: They could be a great resource if any questions about the system come up.
 - *Team members*: Who will be performing the work
 - **Suggestion!** Train more than one person on this system. The goal should be to have several people who can step in to complete the task if necessary. This is the key to eliminating key person dependency.

Step 6. Create step-by-step documentation.

- The systems champion will watch the video from step 4 and write out each step in the process. Step 1, step 2, and so on.
- Save those directly into the main body of the systems document.
- Include additional sub bullet points for further details and clarification comments.
 - **Suggestion!** Keep in mind that the skill level of the work and workers involved will dictate how much detail the system needs to cover. Highly skilled work may require less detail (and vice versa).
- Once done, a reader should be able to get a good overview by simply reading the numbered steps - bulleted items simply provide extra detail for someone new to the task. All steps should be clear enough to allow anyone with a basic understanding of the subject to complete the system.

- **Suggestion!** Consider adding a section at the bottom of the system that lists criteria to determine if the task result meets your company's standards.
- Ensure that the formatting of the text is uniform. Each step should have its own number and each number should have bullets only relating to that step.
- Also ensure email templates and/or any documents mentioned in the system are attached to the relevant spot in either the "email templates" and/or "attachments" sections.
- Add any additional useful information which doesn't need to be added to the SOP itself (sort of like a 'footnote' in a book) in a "Supporting Notes" section at the bottom of the system.

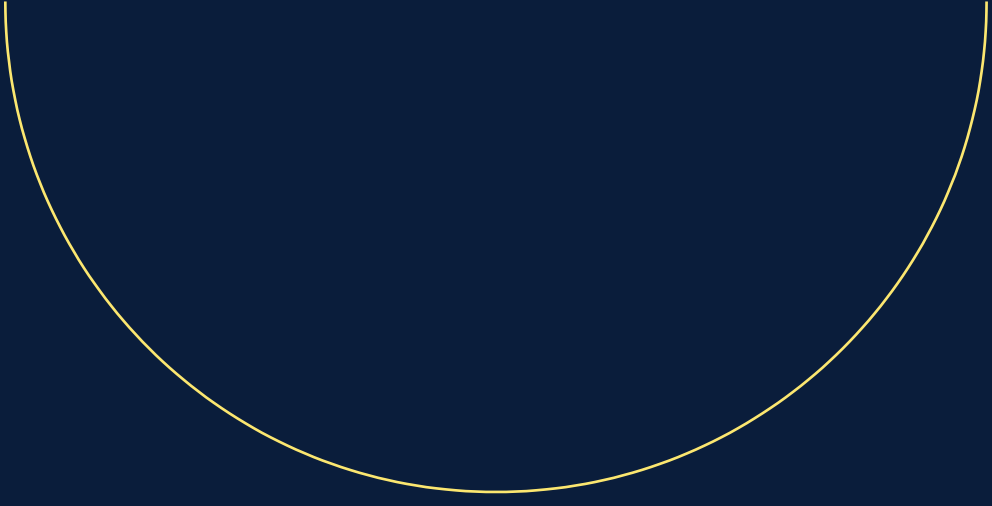
Step 7. Review the system

- Have the knowledgeable worker review the systems draft by completing the task alongside it.
- The knowledgeable worker can take note of errors, omissions or anything that is "off" by either directly editing the system document or communicating with the systems champion.
 - This will depend on whatever is easiest for the knowledgeable worker.
- Now the system should be ready for further review by upper management (e.g. the department head, if they weren't already involved).
 - **Suggestion!** This is where you may discover areas to optimise and/or inefficiencies. Beware the impulse to entirely overhaul the system, though. This is not the time to shoot for "perfection."
- Discuss any suggested changes with the knowledgeable worker and make any agreed upon changes.

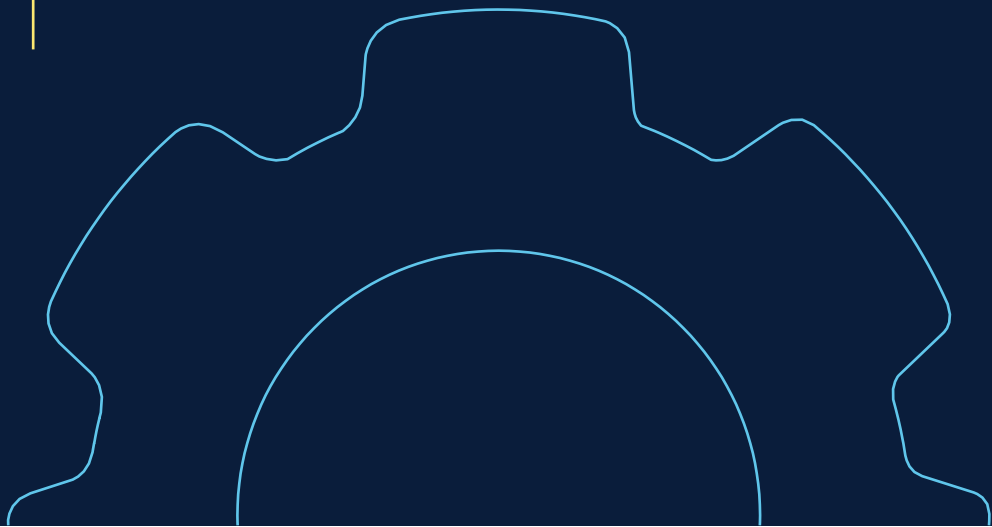
Step 8. Have your team follow the system and cross-train other team members.

- The knowledgeable worker can continue to make tweaks and corrections over the next few iterations of the system's task.
- Once the knowledgeable worker is satisfied, the system is ready for training.
- Have a team member follow the system as it is laid out in the systems documentation. The knowledgeable worker can answer any questions or provide clarification.
 - This is another opportunity to make adjustments and further clarify the system.
- Repeat this step until the task can be completed to standard with little to no intervention or feedback from the knowledgeable worker
- **Suggestion!** Training new hires with this system's documentation will likely reveal other ways to improve or streamline.
 - **Suggestion!** You can also notify assigned users that the system is now ready for use.





WELCOME TO THE
Next Level!



Once you start seeing the positive results from systemisation, you'll want to systemise every aspect of your business.



But a word of caution: there's more to making systems work than just having a collection of documents floating around for your team to use. Be sure to get yourself a copy of my bestselling book, *SYSTEMology: Create Time, Reduce Errors and Scale Your Profits with Proven Business Systems*.

Congratulations on taking the next step—now stick with it, you're on the right path and the rewards are worth it!

David Jenyns

Founder of *sysEmHUB.com* & *SYSTEMology.com*
Host of the *Business Processes Simplified* podcast

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