
PART 1 *Understanding Your Business*

DOING THE RIGHT FIRST THING FIRST

The Business Tune-Up with Barney Cohen

BEFORE YOU BEGIN

- ▶ May take you longer than the others
- ▶ Should impact you heavily
- ▶ Vital to succeeding in the rest of the course
- ▶ Can have major impact on your business
- ▶ Should change the way you think

“The older I get the more wisdom I find in the ancient rule of taking first things first. A process which often reduces the most complex human problem to a manageable proportion.”

DWIGHT D. EISENHOWER



WHY SHOULD YOU DO THE RIGHT FIRST THING FIRST?

WHAT'S ABOUT TO HAPPEN

- ▶ Explore the concept of requisite order and how it applies to your business
- ▶ Learn the process of sorting and choosing to efficiently and effectively work through your to do list to get results
- ▶ Identify the good and bad processes in your business
- ▶ Improve bad processes and creating good habits

DO THE RIGHT FIRST THING FIRST: *Objectives*

Where does your to-do list
come from?



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Sometimes you can't see
the
**FOREST FOR THE
TREES**



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But, sometimes you can't
see the

TREES FOR THE
FOREST





REQUISITE ORDER

How to Get Good Results in Your Business



BIG IDEA

DO FIRST THINGS FIRST

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BIG IDEA

DO THE RIGHT FIRST THINGS FIRST

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BIG IDEA

DO THE RIGHT FIRST THINGS FIRST

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DEFINITION: REQUIRED BY THE
NATURE OF THINGS.

REQUISITE

SLOW DOWN!

*Put everything in the right order
before you start to act*

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REQUISITE ORDER

REQUISITE ORDER

1. Socks go on first
2. Shoes go on second



REQUISITE ORDER



REQUISITE ORDER



REQUISITE ORDER



REQUISITE ORDER



REQUISITE ORDER



BIG IDEA

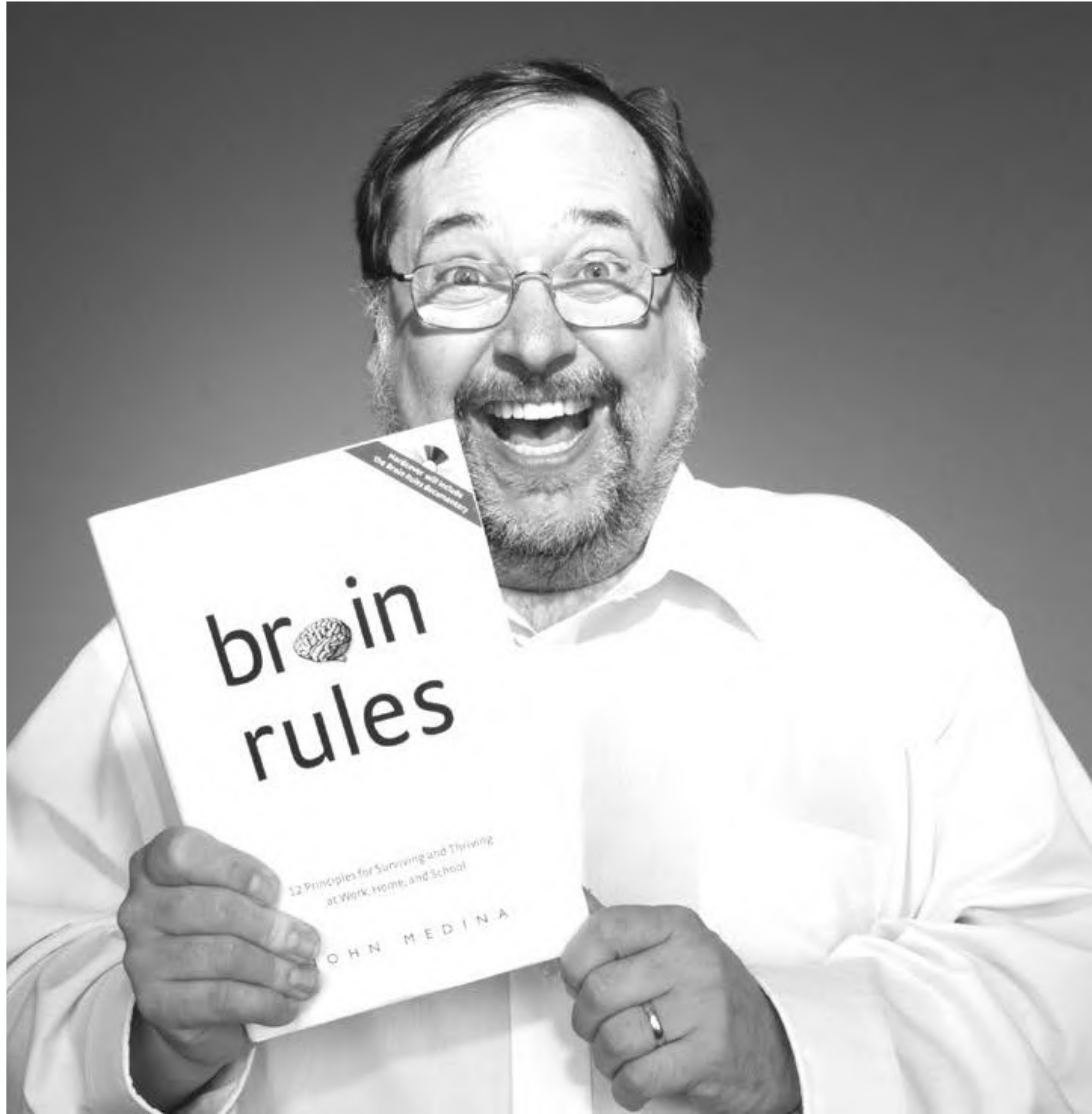
ALWAYS ACT WITH INTENTION

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SORTING & CHOOSING

Putting Things in the Requisite Order



BRAIN RULES

By John Medina

SORTING AND
CHOOSING

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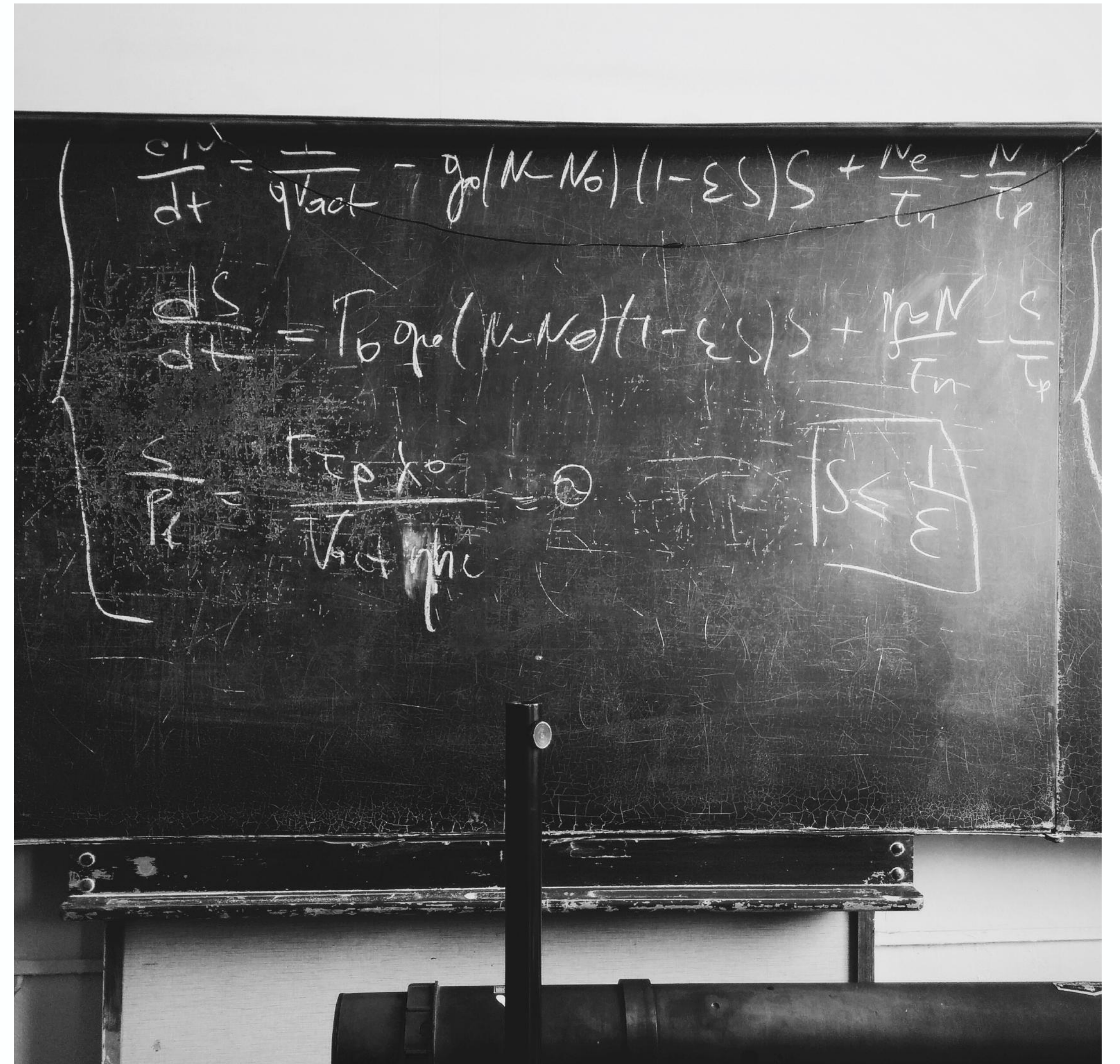
SORTING & CHOOSING

- ▶ “Sorting” is putting like things together into buckets
- ▶ “Choosing” is deciding in what order you will address each of those buckets

If you embrace
the concept of

**SORTING AND
CHOOSING**

you'll find most business
problems easier to deal with.





“The effort it takes to do something well will always save you time and energy in the long run.”

BARNEY COHEN

BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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BARNEY'S RECORD SHOP

DO THE RIGHT FIRST THINGS FIRST *For example...*



PRODUCTS - ORGANIZATION - PEOPLE

Applying Requisite Order to Your Business

PUT YOUR BUSINESS IN THE REQUISITE ORDER



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Tune-Up

1. Products
2. Organization
3. People

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SLOW DOWN!

Stop and make sure you have a good product

PROCESSES ARE MORE IMPORTANT THAN PEOPLE

Good Process + Average Person = Good Results

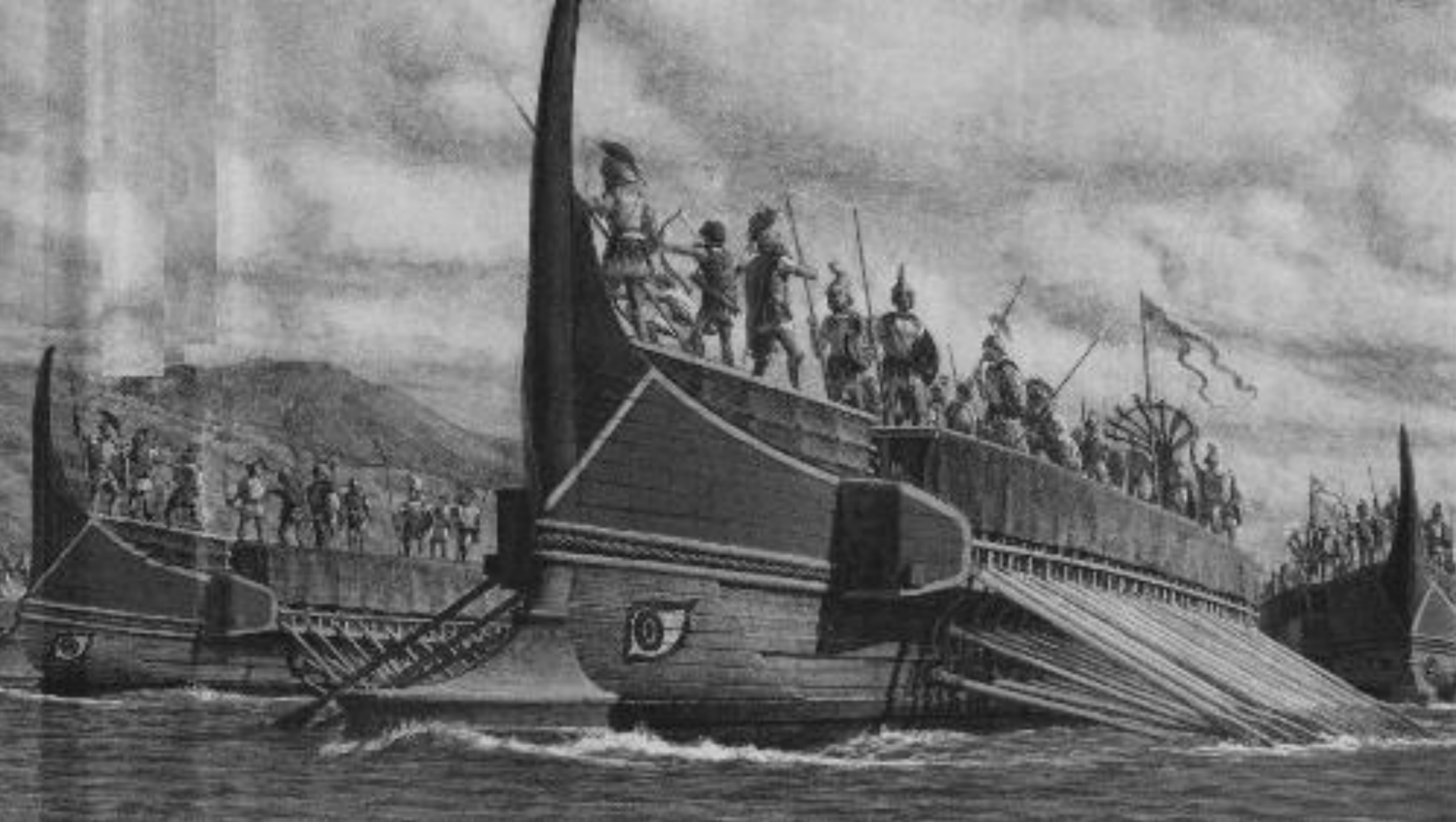
Bad Process + Good Person = Bad Results

Creating good processes is

**MORE
IMPORTANT**

to your results than having
the right people.









PUT YOUR BUSINESS IN THE REQUISITE ORDER

1. Products
2. Organization
3. People



GOOD & BAD PROCESSES

Organization in Your Business

3 ELEMENTS OF YOUR BUSINESS



- ▶ You, the business owner or decision maker
- ▶ Your products
- ▶ Your customers

3 ELEMENTS OF YOUR BUSINESS



- ▶ You, the business owner or decision maker
- ▶ Your products
- ▶ Your customers

3 ELEMENTS OF YOUR BUSINESS



- ▶ You, the business owner or decision maker
- ▶ **Your products**
- ▶ Your customers

3 ELEMENTS OF YOUR BUSINESS



- ▶ You, the business owner or decision maker
- ▶ Your products
- ▶ **Your customers**

PROCESSES

- ▶ The “how” of your business
- ▶ The things that you do over and over again to make your business run

A hand holding a pen is positioned over a document, with a magnifying glass held over the document to inspect the details. The background is a blurred office setting.

DEFINITION: A SERIES OF TASKS THAT
YOU PERFORM OVER AND OVER
AGAIN THAT LEADS TO GOOD RESULTS
IN YOUR BUSINESS.

A GOOD PROCESS

A hand holding a pen is positioned over a document, with a magnifying glass held over the document. The background is a blurred image of a person's hands working on a document.

DEFINITION: A SERIES OF TASKS THAT YOU PERFORM OVER AND OVER AGAIN THAT LEADS TO BAD RESULTS IN YOUR BUSINESS.

A BAD PROCESS

DO THE WORK
MAKE IT REAL



Good & Bad Processes Worksheets

Business 360 with Barney Cohen

DEFINE YOUR PLAN

Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

Question 1
What is the purpose of your plan?

Question 2
What is your end result?

Page 1

A large red arrow pointing downwards, overlaid on the worksheet content.

Good Processes

Module 1, Lesson 4 || Worksheet

Use this worksheet to help you keep track of which processes are producing good results in your business. Write down each good process, and what results it is producing. Update this worksheet as you discover more good processes in your businesses.

	Process
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10.	_____
11.	_____
12.	_____

GOOD PROCESSES

Process	Result
1. Sales order	1. More orders
2. Scheduling	2. Clients show up on time
3.	3.

BAD PROCESSES

Process	Result
1. Scheduling _____	1. Clients are late, lots of confusion _____
2. _____ _____	2. _____ _____
3. _____ _____	3. _____ _____

If it made you smile...

GOOD PROCESS

If it made you frown...

BAD PROCESS

Good Processes

Module 1, Lesson 4 || Worksheet

Use this worksheet to help you keep track of which processes are producing good results in your business. Write down each good process, and what results it is producing. Update this worksheet as you discover more good processes in your businesses.

Process	Result
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____
7. _____	7. _____
8. _____	8. _____
9. _____	9. _____
10. _____	10. _____
11. _____	11. _____
12. _____	12. _____

GOOD & BAD PROCESSES WORKSHEETS

- ▶ Make these lists as long as possible
- ▶ List least 10 good processes
- ▶ List least 5 bad processes
- ▶ Ask someone for help
- ▶ Use The Business Tune-Up Facebook and LinkedIn groups for support

TUNE-UP CHALLENGE

Carry your good and bad processes worksheets around with you for a week. As you go through your work week and encounter good and bad processes, write them down.



“Everything that’s going well in your business is your fault...”

BARNEY COHEN



*“The success of your business depends on mainly one thing; **you**, taking the time to get your business right.”*

THE BUSINESS TUNE-UP



MAKE YOUR OWN LUCK

“Everything that yields poor results is something that you are tolerating or allowing.”

BARNEY COHEN

BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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DEFINITION: DOING TODAY WHAT YOU DID YESTERDAY.

HABITS

SLOW DOWN!

*Take the time to identify the “bad habits”,
anything that gets poor results in your business.*

The Myth of Multi-Tasking



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*“Multitasking is
just not possible.”*

-Dr. John Medina,
author of *Brain Rules*

THE MYTH OF MULTITASKING

- ▶ Our brain can only give attention to one thing at a time
- ▶ If you multitask you...
 - ▶ **Double** the time it takes to accomplish your task
 - ▶ Increase your chance of making a mistake by **50%**



MULTITASKING



PROBLEM SOLVING

Solving Business Problems
Using Requisite Order

SOLVING PROBLEMS

- ▶ **What:** are you trying to solve or accomplish?
- ▶ **How:** could you go about getting the results you need?
- ▶ **Who:** needs to do this work?
- ▶ **When:** do you need this work to be completed?

How do you create

GOOD

PROCESSES

for your business?



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Cercle Polaire Arctique

Lac Michigan

MER
OU
BAYE
de

BAYE
D'HUDSON
TERRE
de
LABRADOR

CANADA

AMERIQUE
DU NORD

NOUVEAU
MEXIQUE

GOLFE DU
MEXIQUE

SPAGNE

ISLES
ANTILLES

TERRE
FERME

AMERIQUE
DU SUD

Equateur
ou
Ligne
Equinoxiale

D U
S U D

O U
M E R

N O R D

I. de Rica de Plata
I. Rica de Oro

I. Canara

I. Gaspar Rico

I. Barbados

I. SALOMON

I. S. Croix

I. de Horn

I. du Prince Guillaume

I. Rotterdam
I. Amsterdam

Dona Maria
de Liavara

I. S. Francisco

I. Dos Mojas

les Marquises de Mendoc

Terre vue par
Davis

I. S. Felix

Banc Jacquet

I. Bermude

Lucayes I.

I. S. Domingue

I. de Coco

Isles Galapes
ou des
Tortues

I. de Callao

I. de Callao

I. de Callao

I. de Callao

I. de Porto Rico

I. de la Guadeloupe

I. de la Martinique

I. de la Trinite

I. de la Barbade

I. de la Guayane

I. de la Surinam

I. de la Surinam

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1-6
HOLLAND ST

The Royal District of Kensington
and Chelsea
HOLLAND
STREET W8

LB57 YAG



17895



A QUICK TIP

If you can't figure out "how" you will solve a problem that seems too big, cut it in half and find a solution for that piece of the problem.

PROBLEM: I NEED MORE SALES

- ▶ **What** (is the problem):
- ▶ **How** (will you solve it):
- ▶ **Who** (will implement the solution):
- ▶ **When** (will the solution be implemented):

GOOD PROCESSES

	ell'Hag	150 gr	6,03
	Kartoffeln 251-		133
	Neule 7,- C 6,80		383
4A	Chmitz M. 3,9 C M 30		93,93
	ell'ganine 4,5 C 2,00		37,50
	ell'ehl 1,-		50,93
	ell' 25 91b, C, - 2A		47,15
	ell'VA 20 km		3,21
	ell'ebep 1,-		136
	Zucker 750 gr		5,25
	Van'leisump 200 gr		11,40
	ell'...		9,15
	...		133
	...		121
	...		115,19
	...		492
	...		107
	...		5,33
	...		7,52
	...		195

	ell'...		13,12
	...		1,07
	...		14,18
	...		16,92
	...		7,17
	...		10,20
	...		7,05
	...		3,33
	...		79,09
	...		37,50
	...		73,15
	...		12,14
	...		1,15
	...		3,05
	...		123
	...		209
	...		195
	...		121
	...		4,27
	...		205,95
	...		123
	...		13,12
	...		1,07
	...		14,18
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	...		3,05
	...		123
	...		209
	...		195
	...		121
	...		4,27
	...		205,95
	...		123



QUALITY WORK

Whatever You Do, Do It Really Well

High-quality work produces

**HIGH QUALITY
RESULTS.**

Low-quality work produces

**LOW QUALITY
RESULTS.**



QUALITY WORK

- ▶ High-quality work often comes from tasks that you're good at and enjoy doing
- ▶ Low-quality work often comes from tasks that you aren't good at and don't enjoy doing
- ▶ Get people who are good at the things that you aren't to help you



WHY DO QUALITY WORK?

*“Between what your customer wants of you, what your employer wants of you, what your vendor wants of you and what you expect of yourself is the definition of a job well done, or what I'm calling **quality work.**”*

THE BUSINESS TUNE-UP



BARNEY'S RECORD SHOP

DO THE RIGHT FIRST THINGS FIRST *For example...*

WHAT JUST HAPPENED

- ▶ You understand the importance of requisite order
- ▶ You know how to use the tools of sorting and choosing to prioritize your work
- ▶ You have identified the good and bad processes in your business and are ready to work on improving those that aren't getting good results

DO THE RIGHT FIRST THINGS FIRST *Recap*



START NOW  **SEE RESULTS**



RECOMMENDED READING

- ▶ **The Power of Habit**
by Charles Duhigg
- ▶ **Brain Rules**
by John Medina
- ▶ **Lean for Dummies**
by Bruce Williams & Natalie J. Sayer
- ▶ **Blink**
by Malcolm Gladwell
- ▶ **The Requisite Organization**
by Elliot Jaques