
PART 2 Growing Your Business

IMPLEMENTATION AND ASSESSMENT

The Business Tune-Up with Barney Cohen

BIG IDEA

YOUR PLAN IS YOUR JOB DESCRIPTION

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WHAT'S ABOUT TO HAPPEN

- ▶ Implementing your plan
- ▶ Assessing your plan



IMPLEMENTATION

Putting Your Plan into Motion

BIG IDEA

DO THE RIGHT FIRST THING FIRST

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There are some

**BIG TIME
SAVINGS**

in doing the right
first things first.



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“Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.”

ABRAHAM LINCOLN



IMPLEMENTATION

A top-down, black and white photograph of various pieces of technology and photography equipment arranged on a textured surface. On the left is a silver laptop with the Apple logo. In the center are two Canon camera lenses, one with its cap on and the other with its cap off. To the right is a smartphone and a tablet displaying a pattern of small circular objects. Below the lenses are a pair of Ray-Ban sunglasses and a dark wallet. A portion of a keyboard is visible at the bottom left.

IMPLEMENTATION



BARNEY'S RECORD SHOP

READY, SET, GO! : *For example...*

An open white door with a silver handle, set in a room with white walls and a wooden floor. The door is open, revealing a bright, empty space beyond. The image is mostly grayscale, with the text 'IMPLEMENTATION' in red at the bottom left.

IMPLEMENTATION

If it's not sitting
**ON TOP OF
YOUR DESK**
then it's not
important right now.



If something is

IMPORTANT

RIGHT NOW

then it should be sitting
on top of your desk.



TUNE-UP CHALLENGE

Take a look at your desk. Is there anything on it that you aren't working on at this moment in time? If so, put it away. Find time to clean off and organize your workspace.





ASSESSMENT

Making Sure You're Making Progress



WHY DO I NEED TO ASSESS MY PROGRESS?

WHY YOU NEED TO ASSESS YOUR PROGRESS

- ▶ Congratulate yourself for making progress





ASSESSMENT

WHY YOU NEED TO ASSESS YOUR PROGRESS

- ▶ Congratulate yourself for making progress
- ▶ Catch it early if your plan falls behind schedule



SLOW DOWN!

*Schedule ongoing assessment of your plan
throughout the year.*

ASSESSMENT



1. What metrics are you using to measure progress and success?

A QUICK TIP

Use the “How I Will Measure Success” column from your Goal Statement Worksheets to help you determine what metrics you need to assess.

ASSESSMENT



1. What metrics are you using to measure progress and success?
2. When will you stop to measure progress and success?

TUNE-UP CHALLENGE

Set reminders on your calendar, phone, in your planner, or by scheduling out progress meetings to remind you to stop and check your progress over the next year.



WHAT JUST HAPPENED

- ▶ You've learned how to execute your plan using a tickler file and master calendar to help you stay organized and on-track
- ▶ You have a schedule with reminders to assess your plan regularly and know what metrics you will be tracking

READY, SET, GO! *Recap*



START NOW  **SEE RESULTS**

CONGRATULATIONS!

You Completed Part 2!

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IMPLEMENTING YOUR PLAN

1. Take every task and/or project with a start date in the future and put it in the tickler file in sequential order.
2. Take all upcoming tasks for the week and add them to you calendar or to-do list.
3. Work on things that are part of your 3 Year Plan and contributing to accomplishing your 3 Year Vision.

Where does your to-do list
come from?



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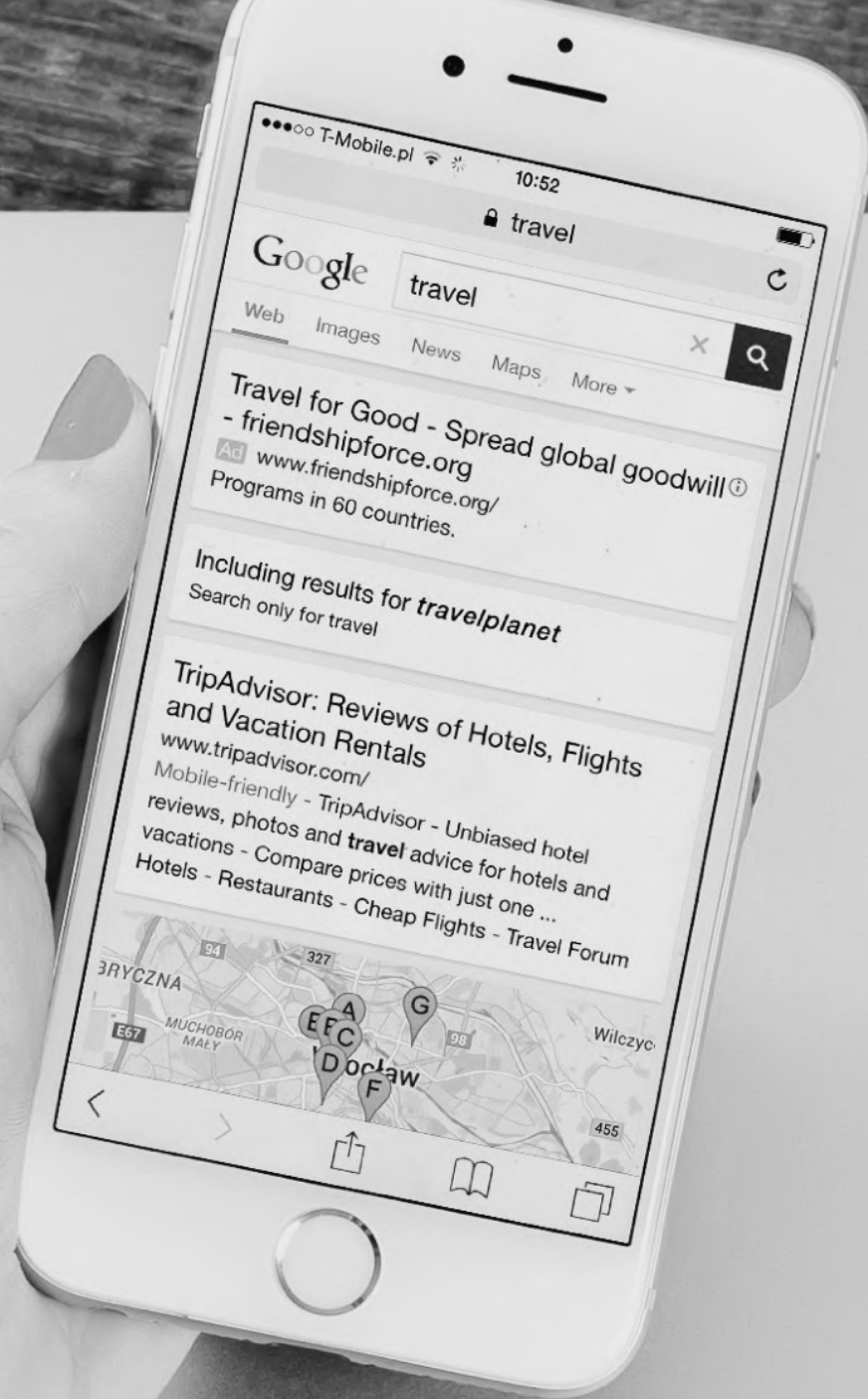
A black and white photograph of a man walking away from the camera on a sidewalk. He is wearing a dark leather jacket and dark pants. The sidewalk is made of light-colored bricks. To the left of the sidewalk is a large, dense evergreen tree and some smaller plants. To the right is a paved road with a few cars parked or driving in the distance. The scene is brightly lit, suggesting a sunny day.

TO-DO LIST



TO-DO LIST

TO-DO LIST





WHAT MESSES PEOPLE UP?

- ▶ Not taking the time to get organized before implementing
- ▶ Not having the discipline to stay on point
- ▶ Cutting corners because you're in a hurry

SLOW DOWN!

*Slow down and don't cut corners just because
you're in a rush*

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BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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IMPLEMENTATION

