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**PART 1** *Understanding Your Business*

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# UNDERSTANDING YOUR WORKFLOW

*The Business Tune-Up with Barney Cohen*



# ORGANIZING YOUR WORK

Making Sure You Know  
What You Need to Do Next

A grayscale background image showing a hand holding a magnifying glass over a document. The document contains some text, including percentages like 10%, 20%, 40%, and 60%, and some words like "mistura" and "sintetizado".

**DEFINITION:** A SMALL PIECE OF WORK THAT YOU CAN ACCOMPLISH IN A VERY SHORT TIME.

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**TASK**

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# TASKS & PROCESSES

TASK TASK **PROJECT OR PROCESS** TASK TASK  
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# TASKS & PROCESSES

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# TASK TASK **PROCESS** TASK TASK TASK TASK **PROCESS** TASK TASK

- ▶ Taking sales orders
- ▶ Paying the bills
- ▶ Production

# A QUICK TIP

Every process in your business should have a manual so that it can be done by anyone within your company.

A grayscale background image showing a hand holding a magnifying glass over a document, with a pen resting on the paper nearby. The text is overlaid on this image.

**DEFINITION:** A BASIC AREA OF YOUR BUSINESS THAT YOU CONDUCT USING PROCESSES AND PROJECTS.

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**FUNCTION**

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# **FUNCTIONS OF YOUR BUSINESS**



**PROCESSES  
PROJECTS  
PROCESSES**

**PROJECTS  
PROCESSES  
PROJECTS**



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Everything you do  
is either

ENTREPRENEURIAL  
OR EXECUTIVE

in nature.

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# ENTREPRENEURIAL

*Planning for Tomorrow*

10-20%

- ▶ Forward/strategic planning
- ▶ Product development
- ▶ Research
- ▶ Competitive analysis

# EXECUTIVE

*Taking Care Of Today*

80-90%

- ▶ Marketing
- ▶ Sales
- ▶ Production
- ▶ Administration

**DO THE WORK**  
**MAKE IT REAL**



# Organizing My Work Worksheet

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 



# Organizing My Work (Business)

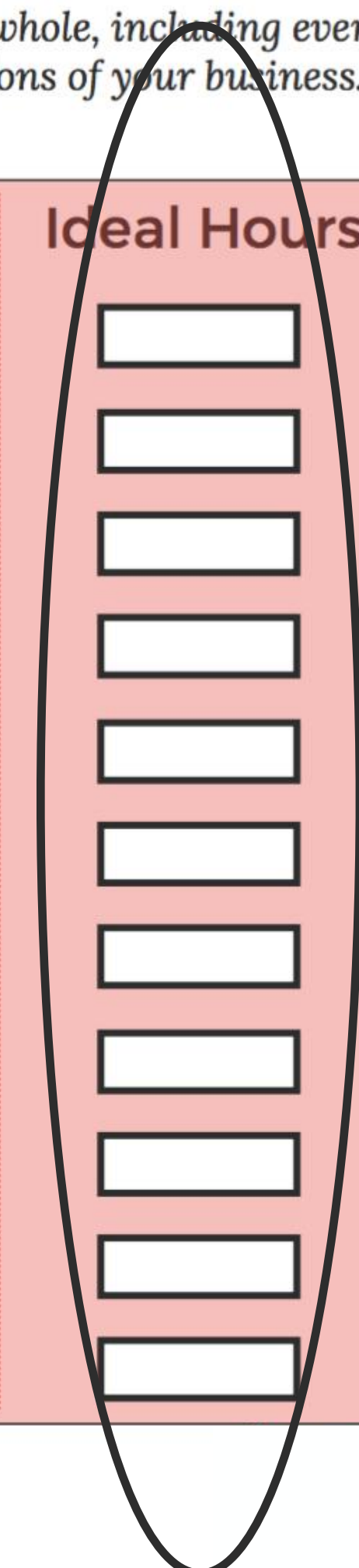
## Module 1, Lesson 3 || Worksheet

Use this worksheet to help you determine how your business as a whole, including every person in it, is organizing their time between the primary functions of your business.

### Business Function

- ▶ Entrepreneurial (Planning)
- ▶ Marketing
- ▶ Sales
- ▶ Production
- ▶ Purchasing
- ▶ Administration
- ▶ Measurement (Quality Control)
- ▶ Administration
- ▶ \_\_\_\_\_
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# HOW SHOULD I BE SPENDING MY TIME?

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**BIG IDEA**

**DO MORE OF THE THINGS YOU LIKE  
AND LESS OF THE THINGS YOU DON'T LIKE**

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MODULE TWO

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# WHAT ARE YOU TRYING TO BUILD HERE?

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# HOW SHOULD I BE SPENDING MY TIME?

- ▶ 10-20% of your time should be spent on entrepreneurial functions, such as strategic planning and product development
- ▶ 80-90% of your time should be spent on executive functions
  - ▶ The vast majority of executive work should be production

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You don't make money  
unless you are  
**FILLING ORDERS.**

The highest percentage of  
time spent should be in  
production

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# RECOMMENDED READING

- ▶ **Getting Things Done: The Art of Stress-Free Productivity**  
by David Allen
- ▶ **Pressed for Time: The Acceleration of Life in Digital Capitalism**  
by Judy Wajcman
- ▶ **Time Management for Dummies**  
by Clare Evans
- ▶ **Sink Reflections**  
by Marla Cilley
- ▶ **Organizing From the Inside Out**  
by Julie Morgenstern