
PART 1 Understanding Your Business

WHAT MAKES A GREAT BUSINESS GREAT?

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GREAT BUSINESSES

What Makes A Great Business Great?

WHAT MAKES A GREAT BUSINESS?

- ▶ List a few businesses you REALLY like and think are great companies
- ▶ What do you like about them?



WHAT MAKES A BAD BUSINESS?

- ▶ List a few businesses you really DON'T like
- ▶ What don't you like about them?

GREAT BUSINESSES AND BAD BUSINESSES

- ▶ What DO you like about great businesses?
- ▶ What DON'T you like about bad businesses?

2 ATTRIBUTES OF A GREAT BUSINESS

1. They have a great product that generates enough sales and revenue to thrive in business
2. They do everything in their business REALLY well

BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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A GREAT BUSINESS

WHAT IT'S GOOD AT

- ▶ Marketing
- ▶ Customer service
- ▶ Sales
- ▶ Hiring and firing
- ▶ Product development
- ▶ Planning
- ▶ Assessment
- ▶ Design
- ▶ Management and Human Resources
- ▶ Finance and accounting

WHAT IT'S BAD AT

- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶

BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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ATTRIBUTES OF A GREAT BUSINESS PERSON

- ▶ A willingness to take risks
- ▶ Optimism
- ▶ Confidence
- ▶ Resilience
- ▶ Grit
- ▶ Humility

BIG IDEA

GREAT BUSINESS PEOPLE KNOW WHAT THEY DON'T KNOW

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DO THE WORK
MAKE IT REAL



Me as a Business Person 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 

Things I'm Good At Doing

- ▶ Math
- ▶ Making sales calls
- ▶ Answering the phone

Things I Like Doing

- ▶ Meeting new people
- ▶ Making sales calls
- ▶ Doing detailed work

Things I'm NOT Good At Doing

- ▶ Answering the phone
- ▶ Making sales calls
- ▶ Being a salesperson

Things I Don't Like Doing

- ▶ Dealing with customers
- ▶ Managing employees
- ▶ Networking

DO THE WORK
MAKE IT REAL



Me as a Business Person Worksheet

Business 360 with Barney Cohen

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Page 1

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THE GREAT PARADOX

Great Businesses Do EVERYTHING Well

But

Even GREAT Business People Can't Do
Everything Well

Things I'm Good At Doing

Things I Like Doing

DO MORE ABOVE THE LINE

ABOVE THE LINE

Things I'm NOT Good At Doing

Things I Don't Like Doing

**GET OTHER PEOPLE TO DO
THINGS BELOW THE LINE**

BELOW THE LINE

BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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If you don't learn how to

GET OTHER
PEOPLE

to do what you're *not* good
at, you will *never* build a
great business.





RECOMMENDED READING

- ▶ **In Search of Excellence**
by Tom Peters
- ▶ **The \$100 Startup**
by Chris Guillebeau
- ▶ **Outliers: The Story of Success**
by Malcolm Gladwell
- ▶ **The 4-Hour Work-Week**
by Tim Ferriss
- ▶ **Out of the Crisis**
by W. Edwards Deming