Oculus Business Development Program

Helping shop owners enjoy less stress and more profit.

*"If you want to succeed, you should strike out on
new paths rather than travel the worn paths of accepted success."*
- John D. Rockefeller

Business development is creating long-term value for an organization from customers, markets, and relationships. Long-term value cannot be achieved without the ability to think clearly and make good decisions, which requires expert skills in business management, finance marketing, etc. The Oculus Business Development Program involves mastering these business skills, but there's more to your life than your business. In other words, your business isn't your only "business;" …your *life* is your business…the only business that genuinely matters provided you let it be.

So, if your greater purpose is to live a better more satisfying life, your business can be an extraordinary means to that better life with the right skills…but which skills? The skills of creating a turn-key business that works? The skill of reaching your highest potential? The skill of leading others in a worthy endeavor? The skill of living a fulfilling life?

The Oculus Business Development Program is about developing those skills and many more.

What Oculus Provides

The Oculus Business Development Program is a systematic process for developing a profitable, competitive, growing business. This occurs through the coaching of business owners, who in real time adapt and implement proven practices in their businesses and free themselves to live their lives more fully.

Oculus is Education - Education is an important part of continuing to stay one step ahead of your competition. You will learn new concepts and proven practices that will impact your business in a way that exceeds that of prestigious business schools.

Oculus is Coaching - Coaching focuses on enablement. We elicit leadership's goals, clearly assess strengths and limitations, develop personal paths to success and assist with insightful suggestions, candid feedback and disciplined encouragement.

Oculus is Consulting - Consulting strategy with depth of knowledge specific to the sign industry. We provide custom assessments & tailored engagements to assist stakeholders align objectives to operations, overcome problems and exploit opportunities.

What Are the Benefits?

Every small business owner who sincerely and earnestly applies the program's processes to their business and life can expect to see great results. While the specific outcomes may vary, owners can anticipate experiencing some of the following benefits: reduced working hours, lower stress levels, increased income, a more positive outlook, higher sales, increased profits, greater productivity, and enhanced accountability among employees. Essentially, you will experience improved effectiveness in all areas where you implement the program's processes and principles.

As you progress through the program, keep a list of the results you achieve, both tangible and intangible, including small victories as well as significant accomplishments. You might be surprised at how quickly your list grows. This serves as a constant reminder of the value of mastering these processes.

What Does It Take?

Successful clients effectively integrate processes into their businesses by fully utilizing the following elements: inspiration, education, application, implementation, and continuous improvement.

Inspiration is the wonder, curiosity, and excitement that drive you to take the next steps. It represents a fundamental shift in thinking about every process. Therefore, it is essential to find a connection to the material, make that shift, and understand why it is important for you and your business.

Education involves understanding the process on a deeper level. It builds on the initial inspiration by exploring the principles and ideas more thoroughly. It's about recognizing how one process connects to others and truly grasping how and why it makes sense. This way, the logic of the process becomes ingrained in you, allowing you to view the world through that new lens. As a result, new possibilities that were previously unrecognized emerge from this fresh perspective.

Application begins with the worksheets in the process. Understanding their importance is crucial as the next step is to ask and begin answering the question, "What will this idea look like in my business, and by when?" This question opens the door to the realm of the unknown, which can feel uncomfortable. Fortunately, the process, along with coaching, will guide you and help keep you on track.

Remember, planning is often done with incomplete information, but failing to plan is essentially planning to fail. It may not always make sense to implement the program right away, so it's critical to create a plan for implementation. Documenting your inspiration and understanding will help ensure you are prepared to utilize them at the best time for your business.

Implementation is about turning an idea into action through a system. This is where the rubber meets the road. You've created a vision for how the process will function in your business and established a timeline. However, without execution, it means nothing. Put your plan into action. Involve as many people as possible, hold yourself and others accountable, and keep your eyes on the prize. You're set up for success with inspiration, understanding, and application throughout this process.

Continuous improvement revolves around quantification. The continuous improvement process is exactly what the term suggests—a never-ending cycle. There is always room for improvement in a system. This step involves establishing performance standards, setting review cycles, and assigning accountability for managing the system. How will you determine if it's working? And if it is working, how will you make it even better? Business development is a continuous cycle of innovation, quantification, and orchestration.

To effectively master this process, you must fully embrace it. What you attempt will not be perfect, and that's okay; perfection is a mindset for technicians. Instead, think of your business as a laboratory where you refine systems as you progress. This process never truly ends, but your personal involvement in it will decrease as you gain more freedom from your business.

Your Pathway is Progressive

As you move through the Oculus Business Development Program, you'll probably find that you progress at a faster pace than your business does. You'll learn the principles and processes more quickly than (most of) you will be able to put them completely into practice. Some of you will be

able to move through your business as quickly as you move through it yourself, but at a basic somewhat superficial level. That's expected, and normal and you'll still realize great results. And through the years, as you and/or your employees perpetually develop the business using the tools and instruction we've provided, your business will experience even greater results.

The Oculus Business Development Program is designed to accommodate any pace of implementation, fast or slow. The key is your ability to learn the material and how to implement in your business as well as to develop your own abilities as a leader and manager. When you have mastered the program, you'll have the ability to implement it in your business at an appropriate pace for the size and complexity of your business and based on its needs.

As you move through the program, you'll find that there are themes that repeat themselves but at deeper more sophisticated levels. Then, later, when it's appropriate, you will learn new ways to use the concepts to get greater results. It's like that throughout the program.

Progression depends on you. Each process guide can be used at any level of detail or sophistication you want. You can glean the basic ideas and apply them, or you can explore the ideas in great depth. You'll get value at any level but the more thoroughly you immerse yourself in each process guide the more value you will derive from it.

The Five Sectors of Management Focus

There are functions that are focused directly on interacting with your clients, there are also key functions that focus primarily on the development of the company itself.
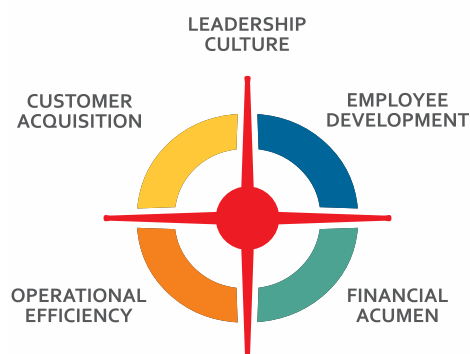
View your business as one system, with five major subsystems and you'll see a useful and powerful universal business model that effectively demonstrates the integrative nature of all the primary systems in a business.

The sectors are the essential disciplines and processes. These provide the knowledge, the information and the structural foundation for your business to thrive. Together, they create a high performing system - a turn-key system - a business that is system dependent – a business that is saleable – a business that offers a high equity return.

The essential business disciplines and processes are:

1 | Leadership Culture

Leadership culture is defined by three key components: a clear vision and strategy that provide direction and purpose, an energetic spirit that fuels the business, and the actions of the leader who serves as a role model for everyone. Therefore, when you consider leadership culture, focus on vision, action, and spirit.

2 | Financial Acumen

Financial acumen involves managing money and highlights the financial aspect of your business. It includes understanding how the numbers work and controlling their movement within your business to enhance your company's financial value.

3 | Employee Development

Employee development involves managing people, systems, and resources within your business. It is how you achieve results without having to do everything yourself. This activity is central to your business and is highly visible to your clients, contributing to the unique experience you offer—your competitive advantage.

4 | Operational Efficiency

Operational efficiency focuses on production by creating and delivering products and services through effective systematization and collaboration between departments, extending from the shop floor to all supporting functions and ultimately to the customer.

5 | Customer Acquisition

Customer acquisition relies on two interconnected components: marketing and sales.

Marketing involves researching and analyzing your target markets and customers. It focuses on developing strategies and tactics to create awareness of your business and attract customers to your products and services.

Sales, on the other hand, is the process of selling your products or enrolling customers in your services. It is primarily concerned with converting leads into actual customers.

The essential business disciplines and processes are interconnected functions that do not follow a strict sequential order. They focus on various aspects of the business simultaneously, working together in harmony.

Many people ask, "How do I start systemizing my business?" The Five Centers of Management Focus offer a valuable method to achieve this. This approach provides an effective way to organize your thoughts about your business, serving as a foundation for planning and execution. It allows you to view your business as a high-performance machine that, if designed and maintained well, can work remarkably for you, enabling you to live the life you've always desired.

Understanding the Pathway

The Oculus Business Development Program consists of a series of modules, each centered on one of the five key areas of management focus.

The program begins with the Leadership module, emphasizing the critical role of a leader, which is you. Following this, the second module focuses on Employee Development, highlighting the importance of understanding and nurturing your employees. The third module, Financial Acumen, addresses the essential nature of money as the lifeblood of a business.

The fourth module, Operational Efficiency, translates the leader's vision and combines essential disciplines and processes related to team building and financial management into actionable strategies. Finally, the Customer Acquisition module aims to deepen your understanding of your markets and customers.

Upon completing these five modules, you will have the foundational knowledge necessary to ensure your business is organized and efficient. By implementing what you've learned throughout this series, you will develop a systematically well-functioning business, fully prepared for growth.

The Four-Step Learning System

The Oculus Business Development Program consists of a straightforward four-step process designed to help you fully understand the content and guide you in applying it effectively. Plan to spend one to two hours on each step to ensure you grasp the material thoroughly. Why is this important? Often, insufficient time is allocated for learning before taking action, making business development more challenging than necessary. Therefore, invest the time required upfront to understand what you are doing and why you are doing it.

The time needed to complete the worksheets and implement the concepts will vary from one business to another. However, by preparing carefully and engaging in ongoing meetings with your coach, you will gain the confidence needed to achieve the results you want, both now and in the future.

Step One: Read the Process Casually.

The first step in learning is to read the material to get an overall understanding of the main points and findings. Begin by reading without worrying about how to apply the content. Next, scan the information for more details about what the process requires you to create for your business and how it may relate to your previous work and business development so far. Write down any questions you have or concepts that need clarification.

Step Two: Read the Process Critically.

The next step is to re-read the process booklet; however, this time, read it to gain a thorough understanding of the material. Keep your written questions handy as you review each section.

Step Three: Develop Your System

The next step is to start designing the system. While many developmental steps are included in the worksheets, not all of them are. There are several other factors to consider before designing and implementing the system. As you go through this process and work with the worksheets, ask yourself the following questions:.

- ☐ What steps should you take to successfully design and implement this system in *your* business.
- ☐ What is standing in the way of your completing this?
- ☐ Are there any other processes that apply here?
- ☐ Who in your business can help you?
- ☐ How much of this can you delegate to others? To whom can you delegate?

Develop an action plan to design and implement a process in your business. Include specific steps, due dates, and the person accountable for completing the work. Then, put the plan into motion.

Step Four: Implement the System in Your Business.

This is the most important step in the program! You can become a "Master" of the material

and learn it well enough to pass a test or write a paper on the subject, but until you actually apply what you've learned, you won't achieve the results you desire. Simply filling out worksheets neatly and storing them in a drawer won't free you from your business! By implementing the Business Development processes, you take a significant step forward. You will effectively be managing your business instead of letting it manage you.

Implementation is the final test you must pass, and you're the only one who can evaluate your performance. This step may take a few days, a few weeks, or even a few months to complete. You might find yourself continuing to work on one step while also moving on to new material in the program. Stick with it! Once you learn the material and develop your plan of action, do whatever it takes to implement it. Seek help from your coach, consult with another business owner you trust for ideas, or ask your employees for their input. Engage with your accountant, your vendors, or anyone who might be able to assist you. Don't let anyone or anything deter you!

Using this four-step system each time you cover new material in the program will greatly enhance your chances of achieving the results you want in your business and life.

Make sure to study the material a day or two after the meeting in which it was assigned to you. This allows you enough time to complete the worksheets and begin implementing the new system. Staying on top of the assignments in this manner will help ensure that you reach your goals in a timely manner.

Challenge, Fun, and Deep Satisfaction

Oculus Business Development will challenge you—count on it. It will also be a lot of fun, and you can count on that too. Furthermore, it will be immensely rewarding.

More than anything else, you will gain a deep sense of satisfaction from mastering the intricacies of business development. Your knowledge in this area will surpass that of individuals with degrees from prestigious business schools. Even more significantly, your personal skills and knowledge will reach a level where the term "master" is truly fitting. Additionally, you will gain greater clarity about your life's purpose and the path you wish to pursue. Best of all, you will have the freedom to do just that.

Your business will become what you've always dreamed it could be—and perhaps even more. So will your life; you will find yourself achieving personal objectives you never thought possible.

And you will make it happen. What could be more satisfying than that?

See. Achieve.
Proven Pathways for Success

About this program

This program is the culmination of my personal journey. I didn't always know how to effectively manage my companies while balancing my responsibilities as a father and husband, and enjoying the things that matter most to me. I faced challenges in finding a system that would help me organize and focus my ideas to achieve measurable results across all the important areas of my life.

What you are about to learn is the result of over three decades of dedication—studying the most successful businesses and coaching hundreds of my own employees and managers.

This business development program is designed to assist you and your managers in implementing elite, proven solutions that thoroughly explore the core fundamentals of your company. By incorporating an instructional approach, one-on-one personal coaching, and a wealth of successful strategies into your existing business framework, you will unlock new levels of potential and opportunity, all while gaining tangible tools to enhance your bottom line.

I am genuinely excited and honored to have the opportunity to share with you the best of what I've learned, and I look forward to learning from you in the process.

Let's embark on this journey together and, in doing so, enjoy a richer life and greater profits.

Warmest regards,

John S. Hackley | ASBC

Oculus BUSINESS SOLUTIONS

Production Management Systems | Shop Makeovers | Performance Assessments | Business Development

Serving the United States and Canada

For a free 30-minute discovery call, please contact John via email or LinkedIn.

Jhackley@oculuscoaching.net