

The EMyth Roadmap

EMyth

Getting Started with EMyth Coaching

Asking for help takes guts. Just by taking that step, you're already way ahead of the game. And by hiring an EMyth Coach, you've joined the tens of thousands of business owners who realized that having the right coach is a huge asset to a business leader.

Whether the biggest challenge you face today is stabilizing cash flow, getting your people on board or generating new business, our clients have used this process to become less overwhelmed and move closer to the business, and life, they want.

The secret behind why the EMyth process works isn't us—it's you. You're willing to see how the business is a reflection of you—and how the choices you made or didn't make along the way are holding you back. You now have access to the most powerful tools and systems in the world, enabling you to make changes and be confident in the results.

We call our curriculum the EMyth Business Development System. The entire system is broken up into over fifty different processes, covering every aspect of your business from front to back. While they have a lot in common, each process is designed to solve a distinct problem or create a specific system to help you grow.

Each process has a guide. Most processes have one or more worksheets, and some processes will have additional supporting material. Don't worry—we'll explain each one as you go, and we're always here to help if something isn't clear.

Your EMyth Coach works with you beginning with the first call to help you identify and prioritize what steps to take next and create a roadmap that makes sense for where your business is today and where you want to go.

While the program is customized to your needs, we've identified a smaller set of core processes that will help you and your coach lay a strong foundation within the first four to six months of coaching.

Core Processes:

EMyth Perspective • Values, Passion and Purpose • Your Vision • Time Management • Self-Organization • Organizational Strategy • Your Company Values • Transforming Frustrations into Solutions • Your Brand Commitment • Key Strategic Indicators • Key Financial Indicators

We have provided a full list of the EMyth processes on the next page. We've added a "result statement" under each one, providing a few words to help you easily remember what that process is designed to accomplish. As time goes on, this will all become second nature, and you'll think about your business in a profoundly new way.

And of course, these tools are only part of the process. The magic of coaching comes alive in the relationship you have with your coach. We consider coaches to be your trusted advisor guiding you along the way and challenging you to step up to a new kind of business leadership. They'll help enable you to grow your business and enrich your life.

From all of us here at EMyth, best wishes on your journey.

The EMyth Roadmap

Getting Started

Business Assessment

Creating an overview of your business

Leadership

The EMyth Perspective

Understanding the essence of business development

Values, Passion and Purpose

Putting your life first

Your Company Values

Creating a culture based on meaning

Your Vision

Creating a picture of your business as it will be

Key Strategic Indicators

Tracking your progress towards achieving your vision

Transforming Frustrations into Solutions

Solving problems at the root

Time Management

Optimizing your most precious resource

Self-Organization

Keeping a clear mind

Qualities of an EMyth Manager

Embodying your values and leading others to do the same

Default Leadership Styles

Taking personal responsibility to create change

Annual Business Development Plan

Making your vision a reality

Brand

Your Brand Commitment

Defining your promise

Your Most Probable Customer

Identifying your target markets

Your Trading Area

Locating your target markets

Customer Perceptions and Behavior

Understanding how your customers make decisions

Positioning and Differentiating

Your Business

Setting your business apart from the rest

Your Image and Sensory Package

Making the right impression on your customers

Your Marketing Strategy

Setting the course for customer satisfaction

Market Segmentation

Creating opportunities for growth

Brand Building

Branding your products and your business

Finance

Financial Management that Supports

Your Vision

Managing money to build your future

Your Budget Plan

Planning to earn a profit

Your Cash Plan

Managing the lifeblood of your business

Key Financial Indicators

Keeping score of the value you create

Ratio Analysis

Managing by the numbers

The Financial Controller

A powerful business management tool

Where's the Money Assessment

Finding hidden sources of cash

Management

Your Organizational Strategy

Creating a framework to move toward your vision

Your Systems Strategy

Identifying the key systems you need to succeed

Business Development Meetings for Employees

Getting your people engaged

Mentoring Your People

Enabling your people to move beyond their limitations

Position Agreements

Creating the road maps for your employees' success

Working Relationships that Work

Getting results through communication, accountability, and trust

Designing Systems

Orchestrating your business for consistent, predictable results

Your Recruiting Process

Finding the right people

Your Hiring Process

Choosing the right people for your team

Creating a High Performance Environment

Developing a culture that embraces change

Delivery

Your Product Strategy and Design

Creating a product concept that will delight your consumers

Your Delivery Process

Getting your product into your customers' hands

Your Customer Service Process

Going the extra mile

Quality Management

Doing what you do with excellence

Exceeding Your Customer's Expectations

Creating a powerful customer experience

Sales

Your Sales Process

Giving your customers the opportunity to say "Yes"

Effective Sales Presentations

Tailoring your presentations to your customers' needs

Your Client Reconversion Process

Making the most of your best market—your existing customers

Your Referral Process

Turning customers into advocates

Marketing

Your Lead Generation Process

Attracting qualified leads

Lead Generation Channels

Reaching your target markets

Lead Generation Messages

Creating a magnetic message

Social Media

Participating in the online community