

# 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*