



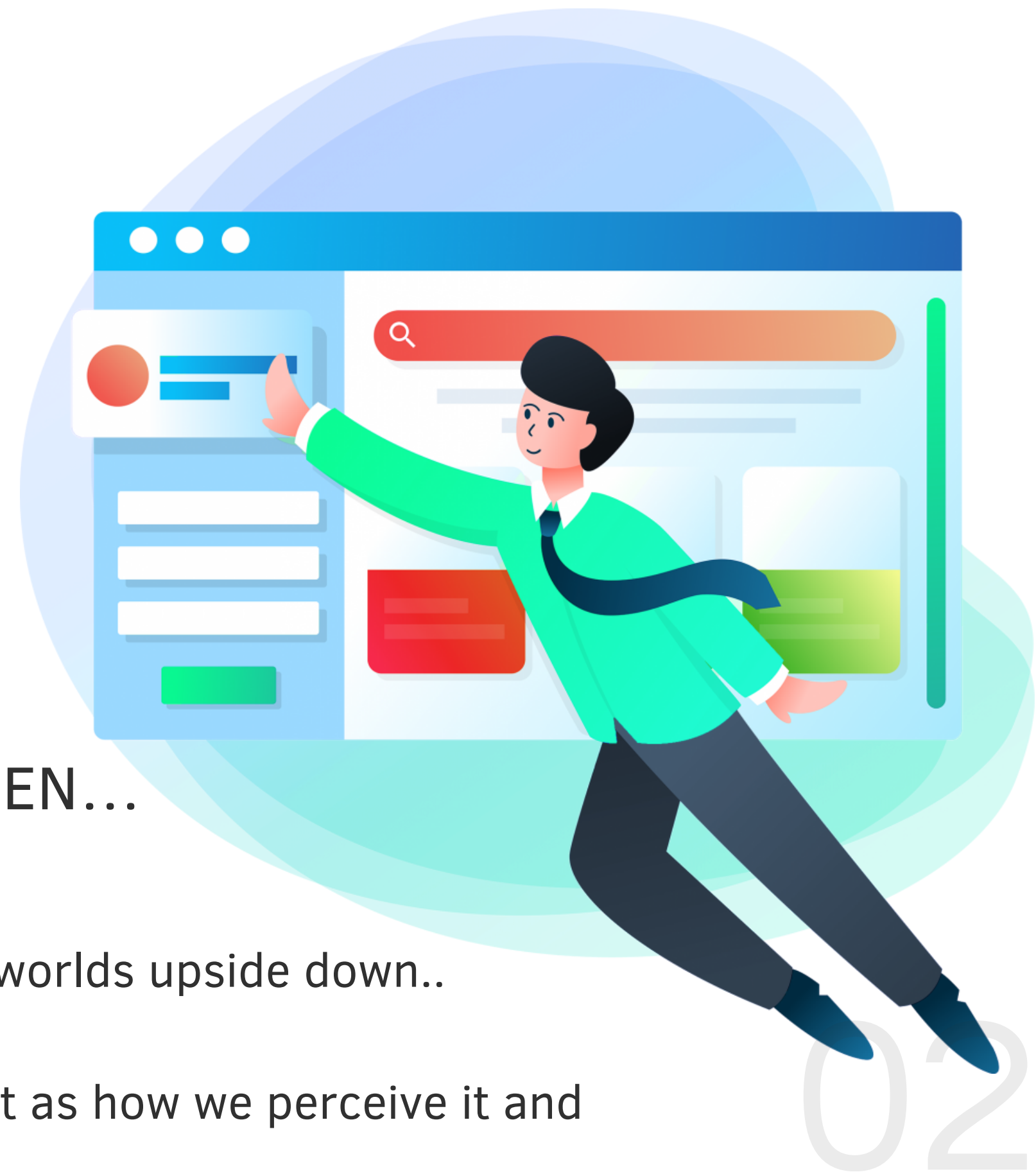
[Business Owners - Here it is!]  
30x3 Rapid Business  
Builder Program  
Revealed - How to make  
more money, in any industry  
through inspired  
team effort in 3 Steps that  
can all be applied in under 30  
days.

# Ok, so settle into the obvious truth....

WE ALWAYS  
KNEW THAT SOMETHING BIG COULD HAPPEN...

Something that would totally disrupt us and throw our worlds upside down..  
AND NOW IT HAS. FACT.

What has happened should not be such a big focal point as how we perceive it and  
what we do about it.





# Yet here is the biggest challenge...

and we will do well to acknowledge that our real enemy is not the circumstances that we are facing but rather an internal enemy that we all know very well:

1. Our own fears slows us down and leads to inaction
2. Our doubts multiplies and makes decision making slow if not virtually impossible
3. Our uncertainty as business leaders makes us hard to follow as employees want certainty, especially during times of uncertainty.

‘The world is changed by your example not by your opinion’ -Tim Ferris

Your opinion or anybody else’s opinion is not going to change anything we can only get through this successfully, and thrive afterwards if we do something that is effective.

# Step 1. Effective Work.

Therein lies the first step towards making more money and inspiring great team effort in under 30 days:

There is a big difference between efficiency and effectiveness and similarly there is a rift between 'busy work'(Just being busy) and real productivity (producing tangible results). Efficiency is doing the right thing. For example in most industries social media marketing has become the right thing to do as most of your prospective clients have a smartphone and are social media users.

Effectiveness takes Efficiency to the next level. Effectiveness is not only doing the right thing (efficiency ) but doing the 'right thing' in the right way so that it produces results. Back to our example efficiency is to do the right thing which is social media marketing, effectiveness is doing social media marketing in the right way so that it produces the result of :

- New customer acquisition
- Bringing in a great ROI on your social media marketing investment (e.g you spent RM1,000 on your ad and acquired RM5,000 worth of business through the ad.

# A Cautionary Note...

must be added to give rapid decision making and speed of execution relevance during this period of forced transformation of the business sector and of our lives in general:

- You might have to make rapid decisions on only 30% or less of the required information in order to make a 'perfect decision'
- simply because we are facing an unmatched time in our recent history when it comes to uncertainty.
- Seeing as though you are forced to operate 'blindly' in a sense as you would naturally have very little information at your disposal you will be forced to run experiments in relation to your most viable options and rapidly so (off course at a pace where quality is not sacrificed).
- Most businesses' budgets are under severe attack therefore above mentioned experiments, in most cases would have to be executed either at very little or no cost (if possible)
- Do not let emotion interfere when deciding whether an experiment is working or not instead be guided by data. Set clear measurement parameters before starting the experiment.



**NOW, THESE UNPRECEDENTED EVENTS OF THE PAST FEW MONTHS IS DEFINITELY CHALLENGING THE ABOVE DEFINITION OF EFFECTIVENESS – HOW AM I EVEN SUPPOSED TO KNOW WHAT TO DO NEVER MIND PRODUCING GREAT RESULTS?**

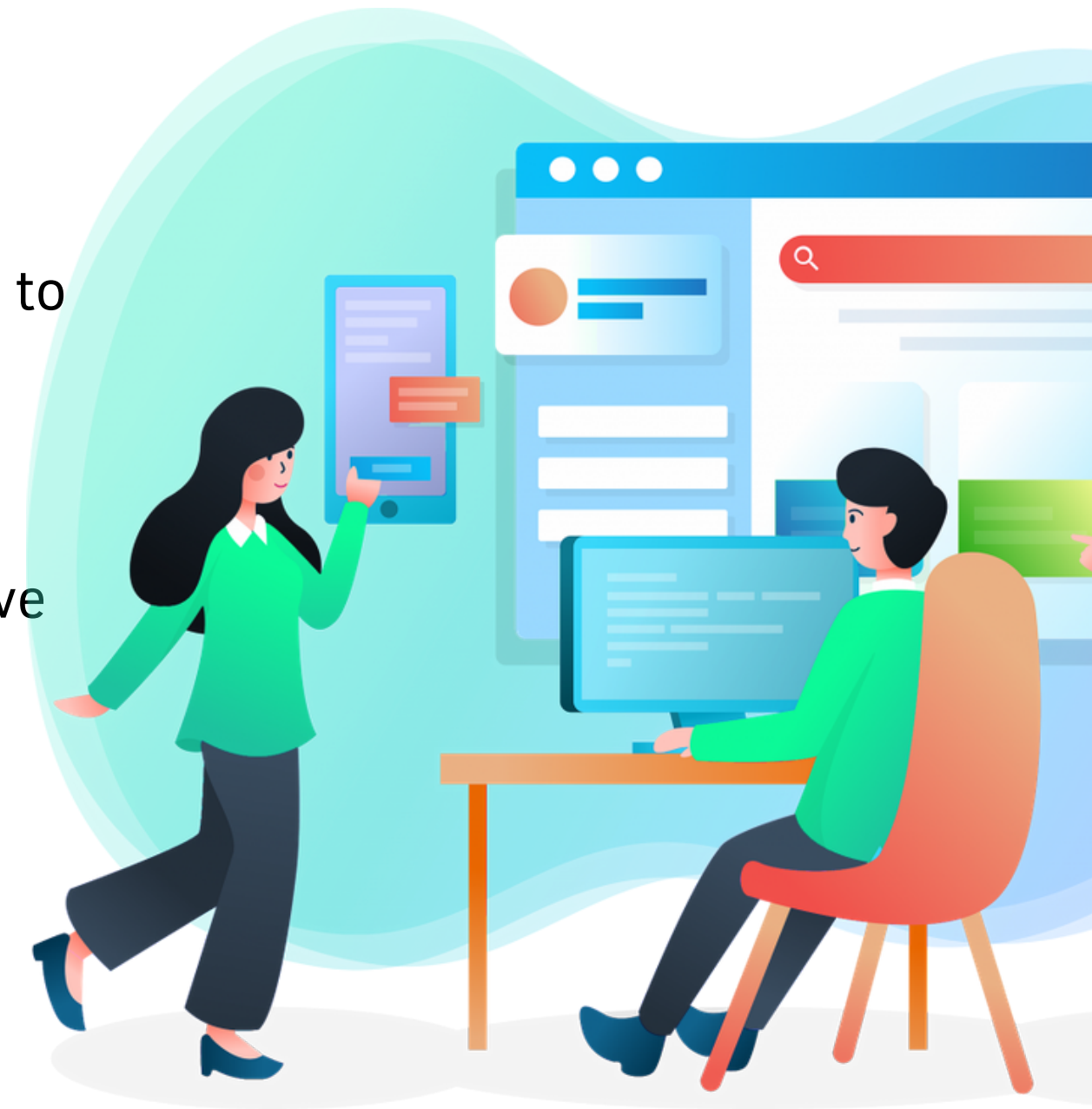
Past Harvard research on the decision-making capacity and capabilities of the top fortune 500 CEOs' revealed that rapid and confident decision making based on limited information was a key differentiating factor between top performing CEOs and average to poor performing CEOs.

While the perfectionist CEO waits a painstakingly long time to gather 100% of the information in order to make a 'perfect decision' (no such thing by the way) the effective CEO has already acted on 60% of the information. She/He might have made a few mistakes in execution but has already corrected course a few times while the perfectionist CEO is still thinking on the right course of action.

The above underpins the famous Gary Vaynerchuk quote:

**'Speed is 1,000% more important than being perfect'**

The Harvard research mentioned and the Gary V quote was done and said before mr Covid-19 ushered us into a novel reality. Both the research and the Gary V quote is still highly valid today as rapid and confident decision making and speed of execution can potentially make you outperform your competition and the currently embattled market standards.



# Practical Example

07.

You are experimenting with social media ads. You have ensured good copywriting, good ad design, good video content, your targeting was done well and you have a great offer in your ad (you did your research and found that these are the criteria for success with social media ads). You are experimenting with two ads and will do A/B split testing to see which ad performed the best. You did not procrastinate and immediately took action on all of the above. You are spending RM1,000 on both ads (RM500 each) and have put the following measurement parameters in place to see if your ad was a success:

1. AD ROI : I spent RM 500 on each ad and would see RM1000.00 return as an initial sign of success.
2. If the ad also builds my referral list (e.g they must leave their contact details if interested) by at least 30 names it can also be regarded as a success. If the above criteria were not met, I immediately apply process engineering and improve on areas that needs improvement and run the experiment again.

# 08.

## All of the above means I am:

- Doing something while a lot of competitors are waiting it out
- I am finding out what is effective in my market
- Once I have found out exactly what is effective within my market I am way ahead of the competition whom 'was waiting it out'

The principle of effective work applies to all your business processes, from hiring the right people, to standard operating procedures, from training and coaching to actual execution and more.

[Want sustainable business success?] Do effective work and join the FlowyTeam 30x3 Rapid Business Builder Program:

Now, Click here:

<https://bit.ly/flowyteam>





## Step 2.

# Comprehensive Performance Management.

Business Performance (being profitable, making more and more money) is most definitely not going to happen by itself. Purely setting goals and having KPIs is essential but by itself it will never be enough.

Performance needs to be inspired. Ladies and gentlemen herein lies the difference between Leadership and Management.  
'MOST BUSINESSES ARE UNDER-LEAD AND OVER-MANAGED' - Warren Bennis

Leadership is to inspire people, management is to control people, and therein lies the trick:

Both inspiration and control are needed to be a sustainable success in business, especially during challenging times. It is however an perpetual and challenging balancing act: When there is no inspiration and only control people quickly feel that they have no autonomy and become gradually demotivated and disengaged over time. Where there is only inspiration and no control 'the flame' of inspiration will die as people get caught up in the uncertainty of unclear parameters of what to do and how to do it.

# Businesses Grow...

at 'the speed of trust' and there will be a high degree of trust in the management of your business when the communication is consistently inspirational and clarity on 'the why we do it', 'what needs to be done' and 'how it needs to be done' is a matter of fact.

Once inspirational leadership (which is sorely needed especially during times of crisis) is a constant and clarity exists on the why, the how and the what it is a smart 'chess move' to make to ensure that you have a comprehensive performance management system in place. A comprehensive performance management system implies that not only goals and KPIs are set but that all behaviours required to meet those goals and KPIs are made crystal clear to your team in an inspirational way.

Further to the above skills gaps must be filled through effective coaching and/or training if your team are to consistently meet targets. By effective coaching and training experiential and gamified yet highly practical training is implied.

Our 30x3 Rapid Business Builder Program (tailor-made to times of unprecedented change) will teach you an easy to apply integrated software based performance management system that will take your team to great heights in bringing more money into your business and will support you to have an inspired team.

Now, click here to join our internationally loved program:

<https://bit.ly/flowyteam>



10.

# Step 3. Embrace Change

'Your conviction and your convenience will never live on the same block'

Change, in general, is not known to be convenient nor comfortable. A lot is not known about the future, especially now as change has gone on a rampage in the last couple of months. We all know however albeit in the back of our minds only, that growth and victory lies beyond the boundary of our self-created comfort zones and that change is a necessity for ultimate victory.

Here is what is very evident now:

All Leadership has become change Leadership and All management has become change management

Now, a powerful degree of certainty can be brought to these times of uncertainty when you as a collective business team take a strong stand on:

- Your company Vision
- Values
- Purpose (The big Why)

As you filter your brave actions (might be experimental at first) through the company vision, use your values as a yardstick to validate those actions, while you are infused with a renewed energy driven by your purpose (the positive impact on society) you are bringing more certainty to these novel times.

11.

# What has become an Unfortunate Reality...

for a large number of leaders is facing resistance to necessary change initiatives. Research has proven that (not always but often), that which appears to be resistance to change is a lack of clarity.

How can you expect your team to embrace change and offer no resistance to it when:

- They are not clear on the necessity nor the objectives of the change initiative
- They do not understand what is in it for them
- They do not believe in themselves enough to overcome obstacles especially when they do not understand the obstacles that they are facing

A battle tested (in several countries for several years) change Leadership program is part of our internationally loved 30x3 Rapid Business Builder Program that will help you not only to embrace and manage change but to break down the much unwanted resistance to change that a lot of Leaders are facing. Hold hands with us now, a certain future is only possible when you take part in creating it.

Click here to do just that.

<https://bit.ly/flowyteam>

