

Marketing Media & Money

**A Ten-Year Vision
for Building a
Community Online**

*Secrets to Becoming a
Powerhouse Influencer*

*A Well Curated
Calendar is a Girl's
Best Friend*

**The Four
Pillars of
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*Are you a
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**Meet
Theresa Ream....**

**A visionary leader who guides
ambitious women to achieve
business excellence and
personal fulfillment.**

**The Creative CEO
Guide to 7-Figure
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Business
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**Is the Lack of
Organizational
Health in Your
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Back from
Scaling?**

*Avoiding
Burnout
as a High
Achiever*

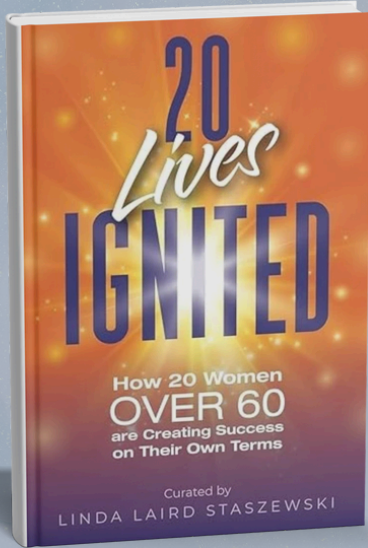
*Simplify
Your
Marketing
Plan to
Jump Start
Your Year*



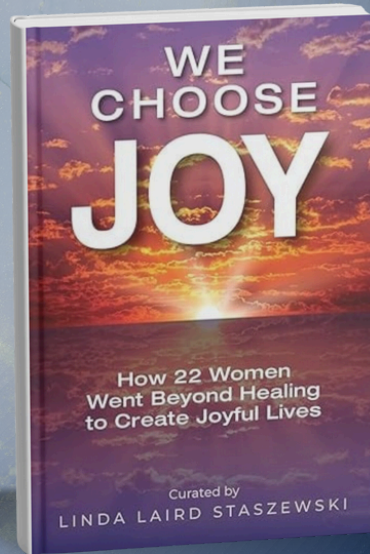


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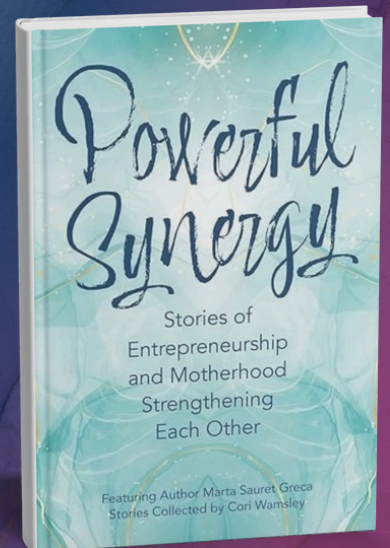
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My mission is to...
“Grow the individual,
build the family,
inspire the
community, and
enrich the world.”

~ Theresa Ream, President of
The Ream Companies &
Feminine Wiles

A Ten-Year Vision for Building a Community Online



Theresa Ream

Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses with over 40 years of success. "The Ream Companies" consists of a disaster cleanup company and two remodeling companies. She is known as the largest minority woman owned restoration company in California and has earned many awards including The Professional Women's Network Woman of the Year, Best Woman Owned Business, and Best Minority Owned Business. Theresa is a speaker, community leader and utilizes her strong organizational, financial, and marketing skills to fuel her passion for mentoring women in business. She is the current President of the Professional Women's Network of Monterey.

I think we can all agree that our communities have changed exponentially since the Pandemic and Zoom has certainly made the transition easier for the average businessperson making distance learning, social connectedness, interaction, and engagement easier than ever.

I am really excited about the opportunities that have come from online communities that I am involved in and as the President of the Professional Women's Network of Monterey (PWN) and the Founder of several multimillion-dollar businesses, Zoom networking and online communities have become an integral part of my life.

Think about your ten-year vision regarding online communities. Look to join the most beneficial ones and most importantly create and lead online communities to uplevel your influence, personal growth, and business success. Why ten years? Because it's going to take a solid vision and commitment to build and move forward with a plan that will get you the best outcome.

Whatever your opinion is about online communities there is no stopping this train. Online communities open new opportunities to learn and grow through the people we meet.

- Would you and your business benefit from having conversations with businesspeople all over the world?
- What is it going to look like when you can banter ideas with forward thinkers you may never meet in person, living lives in very different environments?
- How would you feel about collaborating with networking events so you can be seen and heard by larger audiences?
- Do you envision introductions to influencers that can help propel your business and self-growth? Not to mention the business friendships that will be open to you to call on whenever you need help.





The old mindset says these aren't real relationships while the ten-year vision mindset says there is no other way, so get on board with a new expansion of possibilities into this futuristic ever-expanding circle of influence.

Within our ten-year vision of online communities let's look at some of the possibilities:

The self-education revolution goes hand in hand with online groups and virtual contacts. Education is changing. There are a growing number of people that would rather not travel to conferences and go to in-person trainings and seminars. More of our education is coming from people like you and me and many don't have a degree. All over the world ordinary people are creating online courses that target very small niches. Get on the self-education revolution as part of your ten-year vision.

Let's talk about the benefits of online support communities, which are out growing local support groups like a rocket! There is a high upsurge of those taking advantage of communities that center around certain life experiences like empty nesters, travel enthusiasts, and physical wellbeing. People in these groups form lasting relationships and cope with things that are sometimes hard for them to speak about in a local group. Coming together to share personal experiences and information is invaluable.

Online networking communities are aimed at knowledge sharing and creating learning opportunities and referrals within a group of experts. This type of community makes it possible for members to share expert insights, explore new markets or opportunities, build networks, collaborate online or on-location and improve their professional skills. It provides a virtual "Think Tank" and many opportunities for referrals.

Now let's take our vision to two of the fastest growing ways to connect and grow your business community. Live streaming and community platforms. Both grow your audience quickly with real engagement leading to higher education and global networking. Social Media allows you to engage with your customers where they are and keep them excited about what you have to offer in real time while staying top of mind. Livestreaming can also make stars out of you and your employees or team. Your audience feels a sense of connection with what it takes to do what you do. With now easier to use live streaming platforms being created we will start to see more everyday people sharing their business and expertise via livestream.

Building your vision with an online community is a valuable marketing strategy.

Starting with free community platforms can be the best place to launch, with social networks like Instagram, LinkedIn, Facebook, and many others. There are platforms where you can create a free account and then host your micro-community within its larger platform. When you are ready to branch out to a larger more customized platform there are plenty of online community platform builders ready to be customized to your needs.

Your vision should include researching the best platform for you. Circle has a clean layout and flexible posting. This is one of the choices for small business when transitioning your community off Facebook Groups, another is Mighty Network, which is geared toward creators and small businesses. Mighty Network was one of the earliest platforms to identify the need for creators to launch owned communities without reliance on social media platforms.

For those who love in-person communities, your online community vision can be directed to bringing it home to your local community and can be quite the competitive advantage when you have ownership in a brick and mortar or local based service business. Creating or attending events with your employees and/or team interacting with your customers and the community can really deepen business relationships while giving your business great exposure. All this is strengthened by the online community coverage of your events.

Many social forecasters are calling the time we live in an end of an era. It doesn't matter if you are a coach, online business, or a service provider for a local location, having an online community presence is one of the best investments in you and your business.

"Business, after all, is nothing more than a bunch of human relationships." ~ Lee Iacocca

Marketing Tip



“When marketing to your ideal client, it is important to remember that they are buying your expertise, a solution to a problem and a way to shorten their learning curve and get them where they want to go. Faster.”

-patty farmer

Your Post Pandemic Future Plan



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What would you think about riding the energy of the post pandemic upsurge with grace and ease? How would you like to monetize on the business and personal knowledge you've gained during the pandemic?

Do you understand that you have just lived through a global shift? Let that sink in before you examine what shifted in you, your family and your business and build on those shifts to create a future that is not business as usual.

When we look back at March 2020 when the world shut down the first thing on our minds was the safety of our families and how we were going to take care of them. Our world got small, and our senses became razor- sharp as we focused on obtaining supplies and keeping the virus out of our homes. Think back on that time. We were on top of our game. Remember it and feel it because I challenge you to bring that forward into your **Future Plan**.

The next line of action was how to best protect our businesses and keep our employees safe. Remember how you had sprung into action with a business plan and safety procedures? We became lean and mean as we created new protocols and cut back on resources and started leveraging opportunities. Don't forget it because you're going to bring that forward into your **Future Plan**.

Keep Your Senses Keen and Limit Outside Influences

Before you to go back to life and business as usual let me stop you. As a leader, I know you have given some thought to the fact that life was hectic before the pandemic and somewhat unmanageable. The sense of wakefulness and attentiveness was an exciting change compared to our predictable patterns. In building our **Future Plan** how do we keep this feeling coursing through our business and lives?





The Outside Noise

One of the causes of this newfound aliveness was the absence of the outer influences. We retracted into ourselves to search new ways to run our businesses. We were able to listen to our own ideas, plans, intuition without all the noise and unwanted suggestions from the world. I know personally I have had some rude awakenings that almost felt like intrusions because of people's opinions and energy creeping back in my life as it opened back up to meeting in person. I wasn't aware how much others inject their opinions and judgment and how often I would even change the course of a goal or decision in some capacity because they influenced my thinking. It was so nice to have that quiet space during the pandemic to really think and plan different aspects of my life and business.

The Future plan... Thinking About Our Employees

There was a monumental shift in the way work was defined during the pandemic. Most employees were never happier, a great many of our workforce also got to work around their schedule in the comfort of their own home while being there for their children and pets. News Flash! They got a lot accomplished! Most likely with less distractions, less time commuting and less stress. So how do we as business owners handle the flexible work arrangements that employees want? Did you know that a Bloomberg study found that 40% of employees that have been working remotely would consider quitting if forced to return to the office full-time? Tomorrow's workers will want to work from anywhere and everywhere. And more importantly how do we keep this newfound agility and resilience going as employers? While every business has different staffing needs you can poll your employees to see what their needs are and try to come to some type of middle ground when possible. You will really need to address this if you are an employer so stay up on technology, there are even computer software that tracks how long an employee is working on their laptop. Remember Zoom is your friend and you can even perform job interviews and department meetings over Zoom. Set up measurements that work is getting done to the capacity that's needed to help drive this freedom and start to change your mindset. Keeping most employees happy doesn't have to mean they work at home full time; flex time can be very enticing too. You may just have a nice surprise of more time and less costs associated with a full-time office staff.

Now for the CEO

The pandemic brought us as leaders a lot of freedoms too. It's amazing how pre-pandemic so many CEO's lead somewhat unhealthy lifestyles. Many of us dropped our huge schedules, business appointments, commuting and traveling, not to mention our personal schedule of appointments for nails, hairdressers, facials, housekeepers, being our children's chauffeurs and all the other comings and goings. Some of us took the first deep breath in long time.

Do you really want to go back to the rat race? Try taking it slow, think about what is important and don't pick up where you left off pre-pandemic. Take my word for it, this will be weird for you, but the benefits will be increased time to really think intuitively and do what is important in your business and your personal life. It may give you time to expand parts of your business, focus on customer and employee satisfaction and do things in new ways that are more satisfying. Some have found time to take care of their health, family and have a better home-life while their businesses continue to flourish. As for me, there are many things that I have not yet picked up doing again and I have renewed clear thinking and time to plan. This dear CEO is the beginning of your **Future Plan**.



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Are You a Business Powerhouse?



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Develop your powerhouse characteristics to rise to the top as a leader, top performer, and top earner. What would it look like if you developed yourself into a powerhouse in the business world? You know it would be a game changer. Being a powerhouse takes discipline and sadly only a small percentage of women will follow through with what it takes, why not choose to do what it takes? Let's look at some of the characteristics of a powerhouse women in today's marketplace.

It's all in the attitude and Zig Ziglar said it best.

"It is your attitude, more than your aptitude, that will determine your altitude." -Zig Ziglar

We work hard on improving ourselves but sometimes neglect our behavior when having conscious interactions with others and the world in general. Our attitude can either rise us to the top or spiral us to the bottom. Being a powerhouse means we are the go-to person, and no one wants to go to someone with a bad attitude. When we make servant leadership our number one priority those around us take notice and soon, they will emulate your lead. Your attitude can only be regulated by you, even though many blame the world for their attitudes. If you don't think the right empowering thoughts about yourself no one else will. The right attitude is power.

Build trust to build your advocates and cheerleaders.

You build trust and increase your influence by doing the right thing. You gain power and become indispensable when others trust you as a business leader, community leader and trusted friend. Getting to the top is not done by standing on the backs of others, but by having others lift you up to the top.



Your circle of influence grows until you have a whole community that surrounds and supports you. When you have a tribe of loyal fans moving you to the top instead of scrapping with your own strength, that gets you noticed! Powerhouses move into circles and up the ladder with the help of their pack. Don't be a lone wolf. Even wolves live and move in packs.

Don't be afraid to be involved in all aspects of the business. Take the lead even if you're uncomfortable.

The word is dig; you must not take things at face value you must dig into everything to become a powerhouse. You can't let other's opinions get in the way of digging deeper into what is best for business, you, and your family. Digging deeper makes you an indispensable powerhouse because very few do it. Most will have the attitude that it's always been done that way so why rock the boat. You are going to need to get your armor on and take some risks to move through the minutia, get to the core and be courageous enough to change things. The "yes" woman is not a woman that will be respected, and when others respect you, they follow you. Applying yourself, with new and valuable thinking even to areas that are not directly under your jurisdiction in a way that benefits your company establishes you as a thought leader and that makes you a powerhouse.



Stay current with trends and technologies.

Industry trends change constantly and so does technology and keeping up with these trends will make you an invaluable powerhouse asset. You will be the go-to person as you put trends in the forefront as your skills and knowledge add value compared to those that don't stay current with trends and training. Most women don't take their communication skills seriously, it's a must that you improve your spoken and written communication skills. If needed, hire a coach to help polish your writing and speaking skills. In an age of non-grammatically correct texting and social media, being a great writer and communicator will give you the powerhouse advantage and you will automatically shine above the rest.

Let confidence lead the way.

Women have been taught not to show too much confidence. We are told don't show off, or you'll look too aggressive. Confidence is the best fashion statement you can wear. A woman that enters a room wearing confidence has the power to move energy, attract the right people and draw the needed situations into her life. Test it out, walk down a busy sidewalk and send your confidence energy out from you. I guarantee that people will move out of your way or draw the right ones to you. Confidence has its own energy and should be added to your arsenal of powerhouse characteristics.

Shine in your spotlight and bring others with you.

Know and develop your best qualities and find ways to let others know what you're good at. Women are naturally taught to not draw attention to themselves, but I urge you to train yourself to listen to your inner knowledge, the one that knows more about you than any of the world's opinions. Many of us women have injured instincts which affects our boundaries and it's time to give ourselves permission to recognize where we are being intruded upon and set boundaries. It's very important to let the world know what you can contribute and where your strengths and talents lie. Being visible equals increased recognition from others that want to collaborate with you. Doing things that take you out of your comfort zone is life changing. Saying yes adds a lot of value to your life.

One of the best ways to become a powerhouse is to develop your interests into your best assets. Now, here's the secret sauce - bring other deserving souls into the spotlight with you. Not only will you shine brighter, often the favor is returned ten-fold by those you accentuate to the world. **Now go and develop your powerhouse characteristics and let us see your energy, strength, and power!**

*This article is dedicated to my daughter Amanda Crumpton
because she IS a business powerhouse with a heart of gold.*

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Are You a Trailblazer?

Stepping into the role of a Trailblazer CEO has never been more important than in today's changing business climate. Our goal as a CEO is to run an exceptional business and that means being an innovator. First and foremost, it means stepping back and looking at your business through a new perspective and making the necessary changes in your business. Your prospects and clients NEED you to make it easy to do business with you.

Change your perspective to your client's perspective

Customer Service should be the trail blazers number one priority. Do you see your business through the eyes of your customers? Every CEO should step back and take a hard look at their business insights. If necessary, hire someone to secret shop your business and even look over your systems and culture. What does your customer see? Most CEO's live at the top and don't see the nuances of their businesses that create an inferior experience for their customers. Many CEOs are visionaries and look to expand their business but seeing your client's perspective IS the foundation of your business.

CEOs of smaller retail and service businesses are feeling the impact of Big Box stores and services. How do you combat these giants? You must know your clients. Why are they shopping at the big box instead of you? Is it that the return policies at the big boxes is more lax? Then loosen your return policy. Is your software outdated, making it difficult to track your customers, their purchases and communicate with them regularly? Then it's time to bring in a software expert on customer relationship management. There are many that don't enjoy the big box experience, it's hard to get the help and expertise they need and it's overwhelming at times. A perspective change could be the answer to up your revenue goals.



You have the power to create an experience for your clients that the larger stores cannot. So be creative, aware, and attentive. Educate your customers that a lower price, poorer quality, and service don't always add up to better value.

Run your coaching business through the perspective of your clients

Coaching and mentorship are one of the fastest growing businesses in a world where the self-education revolution is in full swing and informal education is on the rise. I highly recommend hiring a coach in areas you want to strengthen, and I have always had a coach and most of the time two or three in different areas.

To become a Trailblazing CEO of your coaching businesses it's imperative that you keep in mind the unique client perspective of each of your clients. A cookie cutter approach leads to unhappy clients that are not long term and do not bring in more business to you by referring. Keep communication open so it's clear and you have firsthand knowledge about what is most important to your client. You can never ask too many questions. Your client may not be versed on how to be coached properly so it may feel like it's a one-sided gig for you. Teach clients how to be a good participant to reach their goals in a timely manner.

Think carefully when suggesting additional costs on top of your agreed upon fees. Clients go into their coaching agreements with their budgets in mind and may find it necessary to cut your coaching altogether if costs keep compiling. Your clients are usually positioned to look to you as the expert and may not know when to say no. You will have to get into your client's head and heart, which will be ever changing based on her needs, desires, and plan changes. On this, I am speaking from experience, I had a wonderful coach for ten years, but over time the cost became rather inflated, and I found myself not trusting his motives and judgment. I eventually had to end the relationship, which was very painful to him and myself.

A Trailblazer CEO should have great managers and assistants

If the systems run the business and the employees run the systems, who runs the employees? A good manager will be able to keep your staff in production mode along with a reduction in wasted time and resources. This is true even for solo-preneurs that don't have employees. Hire an assistant or virtual assistant to help keep you on track and working at the CEO level.

You need managers on site governing your employees and creating a great customer experience. This is true whether you are retail, a restaurant, or a service provider. If you can't be in oversight of your staff, hire and train a manager. The training should include your vision and business philosophies. No matter how well you hire and train employees, most will not be able to see the big picture like you do and transfer that to your customer. We have all been patrons where the cashier talks on her cell phone, never looking up or speaking to her customers, or the restaurant staff spends most of their time talking amongst themselves instead of being attentive to their customers or the cleanliness of the restaurant? A good manager will not take away from your bottom line but will increase profits and customer satisfaction.

Now go out and blaze some new trails in your business!

*"I've learned that people will forget what you said,
people will forget what you did, but people will
never forget how you make them feel."*

-Maya Angelou



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A Well Curated Calendar is a Girl's Best Friend

Let's face it, most of us know that to be successful in the new year requires planning, organizing, and prioritizing. This can be a daunting task that sometimes leaves us stuck, paralyzed or at best gives us a slow start out of the gate. What is the underlying reason for this? It's because we haven't set our intentions, considered a systematic plan, and set up a calendaring system that's easy to modify and shift direction when needed. To make this a little less complicated I have laid out some ideas for you to consider for 2023.

You can tell a great CEO by her calendar.

What are you drawn to, what do you dream of? How do you create it? By creating the person that accomplishes these kinds of dreams and goals. And that's what your calendar does for you. It creates a space to plan so you can build upon the person you are now; into the person you envision embodying your dreams. I am a big fan of Steven Covey's "The Seven Habits of Highly Effective People." One of my favorite habits is "Begin with the End in Mind." So, what does your year end look like. Make a quick list of what your desired year end accomplishments are.

It can include monetary goals, business growth, a bigger social media presence, higher level training, to name a few. To accomplish your vision, you can't do it by being the same person with the same mindset, because the same mindset will get you the same outcome you've gotten in past years. Upgrade your CEO mastery and your calendar will tell you what you need to do to create and elevate that mastery.

Two calendars are better than one.

I am a two-calendar girl. I keep one on my iPhone and one on my home office wall. Everything goes on my phone calendar, set reoccurring where applicable and my appointments have a purple heart heading them, so I know at first glance that I must be somewhere.

Also, I don't keep a to do list, I put all things to do on my phone calendar and move them if I don't get to them on the date they are calendared. If you want to complete "to do" items don't put them on a list, put them on your phone calendar.

My wall calendar is an "At a Glance" yearly dry erase that measures 48X32. The wall calendar does not have everything that's on my phone calendar on it. It doesn't have birthdays, doctors' appointments, and such. The wall calendar is a pliable tool that lets us see the flow of our life. I use it more for strategy and an overall view of time. This way you won't inadvertently jam too much together and create overwhelm. Now, this is how I make it pliable as I plan my year, I put the events, trainings, and programs that either I am hosting or attending on small sticky notes and attach to the dates on the wall calendar. If you are a coach, you can add some retreats and events you want to host and possible lead up events to fill the retreat. If something more important comes up then I have the flexibility to move things around on my calendar while being strategic with my time and looking at the big picture...my wall calendar.



Monetary goals need special attention.

Selling is Service. Know your numbers by analyzing them. Revenue equals lifestyle and gives you the ability to help your family, the community, and the world. Your projections are so important to know so you can calendar and plan revenue generating events and products.

First start with the calculations of what it takes to maintain your business in revenue. Now what are the expansions you want to add to your business and lifestyle and come up with the projected revenue to make these changes. Do you need more money for higher level coaches for a better trained you? Do you want to hire assistants or a website designer. You need to make the plan for more revenue streams. If you're a coach or business consultant, you need to plan what programs you will be offering and how many people you need to have attend. Get this down on paper or a spreadsheet and start to play with it. Remember, keep your calendar somewhat pliable and have fun.

It's very important to calendar a month end review of your financials and don't forget the importance of expenses and write off's and use them wisely. A good write off is as important as your revenue stream and can determine the course of your business.

Deadlines are king and communication is queen.

Make sure you incorporate deadlines into your calendar. A deadline is your finish line to greatness one important goal at a time. As you work out the tasks of your deadlines you can better delegate things that you should not be doing as the CEO of your company. Make deadlines the King and you will command your Court (team) in a well-organized manner.

Now, let's talk about communication. There are so many missed opportunities because we don't keep in contact with influencers and great customers that we worked so hard to establish relationships with. Call, video message and voice messages say you care and are more personalized. Let your audience and team know how much you appreciate them and how they impact your life. People should know that they matter. Make this a big part of your job as the CEO and I guarantee you will soar to the top.

As you go into 2023 your calendar can be the map of your life. Plan it out well and you will surely thrive in your business and life.

Looking for a Great Podcast Guest?

Theresa Ream



Theresa Ream is the founder of Feminine W.I.L.E.S. lifestyle business consultants. Her passion is helping established CEOs and entrepreneurs and utilizes her strong organizational, financial, marketing, and nurturing skills to help women eliminate overwhelm and get clarity in their businesses by coaching them in systems, marketing, and building happy teams.

She is a community leader, speaker, best-selling author, blogger, and host of the Expert Insights Podcast.

Theresa believes you must build the woman to build the business.

Theresa's Most Requested Topics Include:

- Identify What is Sabotaging Your Business
- Secrets of a Confident Powerhouse
- Doing Less to Achieve More Business Success

WISDOM
INSPIRED
LEADERSHIP
EMPOWERING
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Book Theresa!

The Creative CEO Guide to 7-Figure Business Growth



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Does your business look like you envisioned? Do you find yourself daydreaming of better profit margins, more time with family, more time for selfcare, better communication skills, more fulfilling relationships, better leadership skills, better business systems and protocols, better networking tactics, a cash flow that doesn't worry you or marketing strategies that are more effective? If you answered yes to even a few of these than its time to look at some tactics that will put you ahead of the game as a high functioning CEO and into the Seven Figure Club.

As entrepreneurs we are first and foremost visionaries that move ideas, people, and money and make things happen. But sometimes we forget and get caught up in the daily grind of running our businesses. We become stale. We have slipped in one or more areas, we might have let the waistline grow, get out of shape, our family relationships become strained, and our businesses felt like it was running us. It could be a problem employee running their own agenda or maybe we are working Saturdays or staying in the office until 8 pm all while feeling guilty that we are bad parents? Where is that peace that should come with being the CEO of our business and life? Let's look at some tactical advantages of seven figure businesses.

I love this quote ...

*"My life didn't please me,
so I created a life that did."*

~Coco Chanel

It's imperative you get the business under control - The tail should not be wagging the dog- Do you have up to date systems and SOP's? When the systems are in place you can build your teams and train them more effectively and start to duplicate them where necessary. To attain this, you will need help. And I can't stress to you enough the importance of hiring a qualified coach to stand in the gap while you revamp your systems, de-hire the wrong people and find the right people for your team.

The right coach can help hire your right-hand person to start taking care of you. This person is going to be the head of your admin team. Your admin team will be at the head of your organization chart over sales and production and control the finances and oversight of leveraging your business by setting your systems and processes to be handled by others, thus freeing you up to scale your business. The admin team will then be the gate keeper to ensure that these systems & protocols are followed. This is the secret to leveraging your business & to free you up.

Marketing, Marketing, and More Marketing - To increase your revenues from six to seven figures you will need a dramatic increase in clients and in turn you must increase your marketing. Feeling overwhelmed just thinking about it? Relax, you don't have to generate it all by yourself, even though you are the most valuable marketer for your business. If you want to go bigger it's best to hire a marketing director that can take care of the marketing tasks to grow your business to seven figures. Consistent marketing drives the business and gets you a steady pipeline of prospects.

I didn't just magically wake up to consistently bringing in 1 million dollars a month in my business. It was the goals I set when I was two, four and six million per year. You must set goals and be accountable and hold others accountable. To reach new income goals every year it doesn't happen by chance, it's sales goals that are measurable. I like the saying "What's measured is managed."

After you have set your systems and have hired others to do some or a lot of what you do, you must have your money goals and measurements in place for the team to follow. It's imperative you set your goals and for this you need to know how much Gross Profit Margin (GPM) you need to make per project and what your gross margins are comparing costs with sales. The way I do it is I have a spreadsheet that breaks measurements down to month to date, quarter to date and year to date. It's called the Minimum VS Actual Report.

The measurements are: Signed jobs, billed jobs, money collected, and projects closed all measured in dollars. This is done for all six of my teams for all three of my companies. It shows what each teams' minimums are and what their actual amounts are for these categories and time periods. This report lets me, and my teams know where we stand at- a- glance and where adjustments are needed. The plus side is your team always know where they are in goal measurements. We also have measurements for our marketing team.

Have the life you always wanted and have more freedom.

Growing your business to seven figures doesn't mean you work harder or longer hours, it is to free yourself from the day-to-day nose to the grindstone. Your second in command, marketing and sales and production teams allow for this even on a smaller scale until you can afford the larger teams. This will enable you the freedom to live your ideal life and run the business as a visionary. It will let you scale your services so more clients can benefit from what you do and what you have to offer. But most importantly it will afford you the opportunity to work on becoming a high functioning creative and a well-rounded CEO and to have that peace of mind we all want.



The Four Pillars of Business Success



Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses with over 40 years of success. "The Ream Companies" consists of a disaster cleanup company and two remodeling companies. She is known as the largest minority woman owned restoration company in California and has earned many awards including The Professional Women's Network Woman of the Year, Best Woman Owned Business, and Best Minority Owned Business. Theresa is a speaker, community leader and utilizes her strong organizational, financial, and marketing skills to fuel her passion for mentoring women in business. She is the current President of the Professional Women's Network of Monterey.



As the business expert columnist, I felt it was important to share the guiding principles that have maintained my 42 years of success for my multi- million-dollar successful businesses. Together my businesses bill out well over one million dollars a month and were built from the ground up. These practices have created wealth, provided careers and jobs for over seventy employees and the lifestyle that I have planned for years. We are talking about vision boards coming to life! So, let's get started, because it is truly my passion to help other businesses grow and thrive.

#1 The Health of the CEO is First and Foremost.

Are you getting personal fulfillment from running your business? What are you tolerating that you shouldn't be?

I see the tail wagging the dog with a lot of CEOs from bad hires not pulling their weight or being disruptive to your business health. It's time to take back the reins. Believe me, I am speaking from experience. If your systems are outdated, get some help updating them. When you are running your business the way you dreamed about, people sit up and notice and customers feel drawn to you.

Are you getting enough support or are you a do it yourselfer?

A small business owners' biggest downfall is thinking they can do it all themselves, sometimes even when we have help, we snatch it away because we want control. Too much control equals being out of control because you can't be the visionary and strategist of your business when you are being the busy bee. Remember systems run the business and the people you hire run the systems.

"Everyone you will ever meet knows something you don't."

-Bill Nye, the Science Guy

Are you talking time for self-care and personal growth?

You do know you can't run a healthy business if the CEO is not healthy right? It's time to access your health in the important areas. Two areas that will up your game right away are eating right and getting to the gym. I know a lot of CEOs put this last and work long hours but being strong in the body translates to being a strong CEO. It will literally turn your world around. This goes for your relationships too, if you are having trouble at home, you can't do a good job at work, and you must get help in that area of your life to have a good business life.

#2 Your Mission Statement and Values System

Do you reflect your values in your business? Values like generosity, community, growing your team members, fun, authenticity. One of the mistakes business owners make is not living their values through their businesses. Go over your values regularly and add and subtract to fit your current principles so you can make integration of your beliefs and standards a priority. This sets you up to be authentic and we all know how attractive that is. We are drawn to do business with those who are authentic.



My mission statement for both my business and my personal life is ...

Grow the individual, Build the Family, Inspire the Community and Change the World.

Drilling down to this Mission Statement took my leadership team and I a day and a half at a retreat for this statement to emerge. We went back to the day we started the business to identify the guiding principles what made us continually successful for over 42 years. In looking back, we discovered that we poured into our employees and in turn their families really benefited from this mentoring. Our employees started to become more respected by their families and were happier. In turn they started to give back to our community and many literally went out into the world to change it for good. Do you see how important this is? This is life changing for you as the business owner, those you serve and the team you hire to carry out your mission.

#3 Your Marketing Habits

Do you have a written marketing plan that includes how many touches your prospects and clients get a month, a clear social media and online and in person networking strategies? Community strategies that make you known as the expert? Have you hired to fulfill those strategies? Do these strategies include marketing yourself because you are the best marketer for your business? Your marketing strategy should be a very personalized system with the help of a trusted team that is an extension of you and your values. Remember values are passed down from the founder to all areas of your company through the personal training that only you can provide so get involved and remind your staff often of the foundational values your company was founded on.

#4 Let Your Numbers Guide You in Both Finances and Sales.

You can't hit a target without making one and it's important to calculate what that target should be so your company can run smoothly. It's quite simple to do.

First, you'll need to know what the cost to do business is. This number includes your fixed costs like rent or mortgage, payroll for your team and yourself, costs of gas, vehicles, insurance etc. Then you must calculate your cost of goods, this is what it costs you to do the job to provide your services, like materials, labor, etc. These two components together will form the amount you have to break even. Next comes the amount of gross profit you will need to add to make a profit and that becomes the percentage that you add to each project to make that profit. See, Easy Peezy.

To do this I keep a spreadsheet of what we have bid on, billed, and collected which also includes the total Gross Profit Margin targets and if we are above or below those targets. This allows us to always have our finger on the pulse of the company.

Media Tip



When searching for social media influencers, make sure to choose ones that fit with your brand and their followers match your target audience.

-patty farmer

Secrets to Becoming a Powerhouse Influencer



Business Expert

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Every CEO needs to take more action steps to becoming a Powerhouse Influencer. Most don't understand the absolute potentiality and life changing effects of being a Powerhouse Influencer and the opportunities it creates. If you are reading Marketing, Media and Money Magazine and following Patty Farmer's Podcast and social media you are already a Powerhouse that commands excellence and I applaud you.

Being a Powerhouse Influencer doesn't just pertain to social media, although that should be part of your goal. A true influencer inspires by example in all areas of their lives. Let's dig in and look at some areas that you might want to consider:

Branding

Your brand should be your mission statement. No, I'm not talking about those lengthy statements that use the same words every other business uses. I mean the big reason why you do what you do. It's important to publicly state your mission, however, you must **inspire by example**. Take the time to really nail down your brand or rework a tired brand. It's imperative that you commit and declare who you are and who you serve and keep that message on target persistently and consistently clear.

My mission statement is:

*Grow the Individual... Build the Family...
Inspire the Community and Enrich the World.*

I use this mission statement to keep me on track in both my personal and business life. My mission statement was birthed by carefully considering how I grew my businesses by growing the individuals on my teams and the impact I had on others.





Visibility - Get out in front of your niche

You are not going to appeal to everyone so choose a niche that allows you to showcase your strengths and your mission. Really contemplate your unique strengths and traits that distinguishes you. Nailing this down will affect your selling, speaking, writing and offers. Everything you do will funnel your niche to you. Make time to create social media posts and short videos, write blogs, create a podcast, author books, write magazine articles and speak on the topics that move your niche to you.

Reciprocity: A Powerhouse Influencer must give to receive. people want to give back to those that they have received from. So always give to your niche, this is one of the most powerful influencer principles that must not be overlooked. Find creative ways to give back and I promise you will get much more than you give.

Authority: Influencers are perceived as authority figures and an expert of their niche. You must convey your mastery to build trust and credibility. So don't be afraid to let others know what your mastery is on a regular basis. If done right, it is not bragging it's being of service.

Be Likable: To be liked, it's important to let your followers know who you are and reveal a glimpse of your personal life to establish some friendly bonds. So, give some personal details that will strengthen their connection to you.

Consistency: Consistency builds trust so your clients and prospects can feel that you are reliable. They know when they look for you that you will be there. Don't offer one thing then the next month offer something totally at the other end of the spectrum. Be consistent with the posts, showing up to your group events and be consistent with your branding, sales, client contacts and your values.

The Power of Personal Engagement

Your influence plan must include personal engagement which has a huge impact on your sales and following. Influencers unlike celebrities are more real and approachable. Engaging will make you more accessible and you will gain greater credibility. There is something to be said about personal contact. Your niche needs to know you value them and want to get to know them before you try to sell them something.

A Powerhouse Influencer and Sales

Let your following get to know you before the sales pitch. Creating events that you can invite prospects to like programs and workshops are a great way to do that. Provide opportunities by hosting virtual or in person events. Some of your events can be free masterclasses or webinars, entry-level low-cost workshops, or networking events. Get them in the door so they get to know, like and trust you. After they attend your event or after you have met a person that you think may be a good fit at someone else's event set up a call with them or message them during a virtual event. Make it easy to do business with you by being flexible and accommodating with your clients and their needs.

Your Clients and Prospects Need to Feel Valued

Authentic selling begins with listening and knowing who your client is and what she wants, not what you want and how you want to do it. You must listen and turn up your empathy level. Be clear about their needs and make sure they have values that are in alignment with yours so you can genuinely help them. Take the time to get to assess who your perfect client is so you can easily spot them.

It's a Plan

1. Nail down your mission statement and branding to reflect your big reason to attract your niche and consistently declare it.
2. Plan your exposure, make short videos and posts that support your mission and what you're offering.
3. Create workshops and programs that align with your niche and always have something to invite them to.
4. Create talks and blogs that match your programs, workshops, and offers.
5. Set times the day after events or media engagement to focus on contacting those great followers and even previous clients to create personal connections.

Remember always make it personal. You can do this! Now go inspire by example.

Simplify Your Marketing Plan to Jump Start Your Year



Theresa Ream

Business Expert

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Theresa is a community leader, speaker, best-selling author, blogger, and host of The Ask the Expert Podcast. Theresa believes you must build the woman to build the business.



Rethinking Some Simple Marketing Strategies.

With the new year comes new thinking and many of us need a quick pick me up regarding our marketing. I have put together a few steps to get the ball rolling for 2024 to help turn those prospects into raving fans and make your business profitable. So, let's get started.

Your Target Market.

Your niche may be too broad. Focus those limited marketing dollars so your ideal prospects will sit up and take notice. Narrow your focus down to specifics. For example: new moms, CEOs over 50, downsizing empty nesters, etc. The list can really be narrowed down no matter what industry you are in.

Marketing a large list of services means you're not speaking to any one type of prospect; this can hurt your business conversion rate and makes it impossible to dominate your niche. The market is looking for specialists to help them and that should be you.

When narrowing down your niche, consider this.

1. How much do you personally enjoy working with your identified narrowed down niche? Because if you don't enjoy this segmented niche, it will not be successful, and you won't be good at it.
2. Are they willing to pay a high price for your work? Charging too low for your product or services is a sure way to either be a miserable business owner or go up in smoke.
3. How profitable is this niche? High prices don't always equate to high profits. I have seen many high-end businesses and coaches go out of business. This is due to not having systems, funnels or expanded programs that turn clients into long-term clients.

What is your unique selling proposition? Why should they buy from you? What makes you different? Be unique, yes, this usually involves some type of showmanship. Transform ordinary and boring into interesting and sought after. Creativity needs to be tapped into. Think about something you pay more for because their business plan is unique in some way that ties in with their marketing. Apple? Starbucks? We could get a cheaper cup of coffee or phone. How about the last expensive face cream you bought vs the grocery store creams? Think about what makes you spend more on an item.



Prospective clients' inaction is your biggest enemy when it comes to why they don't buy from you. Therefore, you need to keep your message as simple as possible, confused prospects don't become clients. Too many options and they move on. I love the saying "Choose clarity over cleverness when marketing your message".

Sell the fact that you can relieve their pain points.

The features and benefits of your product or service is not as important to your client as relieving their pain points. How do you solve their problems beyond the usual qualities and advantages of what you do? For example, people love the latest smart televisions, computers and cell phones but hate set-up, transferring data and learning new features. The Geek Squad took the pain out of purchasing the latest technology. They deliver, mount it on the wall, connect it correctly and train you on usage and if you need them, they come back and fix what's wrong or find a solution. Now is price as important to you with a package like that? Think beyond what your features and benefits are to marketing to their pain and what they dislike doing themselves that keep them from buying.

Are you using direct response marketing to get the best ROI? If not, consider these points:

Is it compelling? Are you making sure it's focused solely on your niche with persuasive sales copy? It needs to be attention grabbing without looking like an ad.

Make it free. Selling right out the gate is a turn off, instead get them to take an action step such as requesting a free report, webinar or video educating them about the problem they have. This helps you build trust.

It requires a response. Unlike regular ads or some networking tactics that can capture their information, this allows you to track which marketing offers are working.

Are you providing follow-up? Always have a next step to offer more valuable information to your prospect; this allows you to keep in touch with those slow cooker prospects.

Your marketing should flow into your sales process. It's all about education, this will build trust and enable you to make the buying process easier for your prospect. Remember, you are the person who educates them, consults with them, advises them and solves their problem. This type of marketing is cost effective, impactful and a powerful marketing strategy for small businesses.

Numbers point to the health of your business. Have you ever talked to a business owner that painted a picture of health about their business only to find out later that they are totally broke and either the income or profit margin could not sustain their business? Knowing your numbers is a key differentiator between a struggling business and a thriving business.

I have nine large teams for each of the divisions of my corporations. I measure each team's numbers in the exact same way. It's called the...

The Minimum vs Actual Report

I have a minimum that my team must measure in the following areas:

- Work scoped
- Work in progress
- Work completed and billed
- Money collected
- Actual gross profit margins for each team

In the next column, I have their **actual** numbers in the same categories. At any given time, some teams far exceed their minimums and others may be below. This gives me a basis to dive in deep. Do we need to hire more team members to get the jobs completed, do we need to lay off, do we need to be more vigilant in our collection of money, are we making our minimum profit needed? Are we over our profit and needing to give the team a bonus?

Without knowing this I would be running my multimillion-dollar businesses in total darkness. Marketing and numbers are full circle. Businesses need marketing dollars and when the fuel (money) runs out the whole business is in critical condition and can quickly or slowly go into shut down phase taking the owner down with it.

Get to work on any of these concepts and you should see a more profitable year!

Money Tip

Focusing on your largest
revenue market and
observing not just data but
behaviors will increase ROI.

- patty farmer



Avoiding Burnout as a High Achiever



Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses known as the Ream Companies and has over 42 years of business success. Theresa is also the founder of Feminine W.I.L.E.S lifestyle business consultants, and her passion is helping established CEOs and entrepreneurs. She utilizes her strong organizational, financial, marketing, and nurturing skills to help women eliminate overwhelm and get clarity in their businesses by coaching them in systems, marketing, and building happy teams.

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It's commonly known that many entrepreneurs' productivity has suffered because they have taken on so many tasks that they are at a point of exhaustion, overwhelm and burnout. It's affecting our happiness, health, and family. The worst part is we feel less than or even guilty about not being busy and in some cases at least try to appear busy, so we meet societies expectations that to be accomplished and successful you must be busy.

Sound familiar? Let's explore some possible remedies to this enemy of a balanced and productive life.

Busy is the new metric to success

Entrepreneurs have so many grey areas where goals and duties are blurred. Women entrepreneurs especially suffer from overwhelm because she typically carries more household and child rearing duties. There are very few measurements of completions and busy becomes the new metric. We just keep taking on more goals and projects. When this happens, we lose control of our schedules, and this takes a toll on our productiveness and the output of impactful goals.

Too many projects & tasks equals less creativity and slower

What happens is we want to be massively productive this year, month or week and then we become discouraged and demotivated when we don't accomplish impossible goals and tasks. Tony is highlighting the importance of patience and long-term thinking when it comes to our goals. He is in essence saying, there is a transformative power in sustained effort and dedication in the long haul.

"Most people overestimate what they can do in a year and underestimate what they can do in a decade." ~ Tony Robbins

Brilliant ideas and outcomes usually are found in the unfolding of thoughts which are stifled by rushing

Stephen Covey taught us about the urgent vs. the important.

As entrepreneurs we have inserted ourselves in the urgent, while the important is where the results happen. It's where we build relationships, plan, exercise and think long range and creatively. But as important as this quadrant is in our time management it's where we sometimes spend the least time.

This is why working on fewer things is conducive to less mistakes, more creativity and a higher quality of productivity. Our brains work better when we're not rushing. Doing fewer things leads to accomplishing more.

It has been suggested that humans were meant to go at a more natural pace not the brutal nonstop days of meetings, project deadlines and upkeep of family, home and social duties day after day, season after season.



We are literally expected to welcome interruptions which kill our thinking and creative time while giving ourselves timelines and deadlines that are too short in time.

If your deadlines are too short, it will cause you to increase your intensity and you will find yourself scrambling to hit your targets. Let's face it most of us ambitious entrepreneurs are not good at estimating the time required for the mental activity it takes to complete a project and we end up planning for best case scenarios. Inevitably something usually goes sideways and that is why we are highly stressed a good deal of the time. By increasing your timelines, you will accomplish your objectives at a more natural pace that turns out a much better project.

Increased timelines equals increased quality

When we give ourselves more time to complete what we work on, the natural outcome is that you are producing a higher quality output. In turn higher quality leads to earning higher prices for your work, no matter if you are a computer programmer or a coach you will be paid more to produce your work. You can double down on increasing the quality of your work through studying others in your field, reading, taking courses and hiring a mentor.

Downsize your daily task list by 50% to increase output

Begin by reworking your schedule. Start by identifying not more than two goals you wish to work on today. One is even better. I prefer to use my phone calendar so I can easily move things around and it's always with me. Start with today, move 50% of what you have on today's calendar and move it to your to do list. Now schedule large blocks of time to work on this goal or project. Your smaller daily tasks can be placed around this blocked time. Put your phone on silent. With this technique you will complete your goals and projects at a much greater speed than you can imagine. Do this for all future dates on your calendar. The greatest amount of energy used by a car is when it is starting and gaining speed and stopping. This holds true for you too. Your mind will be clearer, and your output will be of a much higher quality. Working on fewer things will produce more value in the long term.

By doing less things you become a more authentic version of yourself

Doing less won't be easy at first, we have become accustomed to experiencing our life through others opinion of going faster, multitasking, and taking on more. For us women we have defaulted to taking care of others wishes and making different choices will seem foreign to us. We will question and second guess ourselves more than we should at first. IT WILL TAKE COURAGE. But with your newfound courage and confidence gained in making new choices you will start to emerge, and you will see things more clearly and a new vitality will radiate from you.

By slowing down we allow our authenticity to naturally flow through us organically. We can find our spirits path which is our style and substance. Our days begin to unfold with beauty, charm, and grace. I promise you that you will start to experience more contentment in your life along with a reputation for high quality.

Now that's good business!

Is the Lack of Organizational Health in Your Business Holding You Back from Scaling?



Business Expert

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What does a healthy business look like?

An effective business identifies what its most important ideals, strategies, goals and values are. This information is consistently communicated with everyone in the organization. For your company to work to its full potential your entire team needs a clear, current goal which everyone knows and works towards. They feel a collective sense of ownership. Essentially everyone needs to work toward the same principles and goals that govern the company. This will eliminate confusion that runs rampant in many businesses, causing conflicts among leaders, lack of motivation and higher employee turnover which affects growth in your business.

Is your company culture healthy enough to sustain successful growth?

Companies and organizations fail because of lack of leadership. We need happy customers and happy team members.

"Take care of your people and they will take care of your customers" ~ J. Willard Marriott

How do we take care of our people? We involve them in the vision and the mission of the company. Healthy teams feel safe learning from one another, recover quickly from mistakes and identify issues that are a critical threat. A healthy organization has a conscious humble leader that optimizes organizational health and slowly creates a culture that has minimum politics and less confusion, promotes transparency and openness with others without repercussions. Your business will be well known as a great place to work, and customers will be drawn to you. Happy teams can take your business from mediocre to exemplary and what leader doesn't want that?



We can't do it alone, the first step is to build your small leadership team

The first step is knowing you can't do it alone; you need a small leadership team to be effective and your team needs to know they can trust and be truthful with each other so problems can be talked about candidly. I emphasize small because large teams cannot execute goals and strategies as quickly. You must set the teams culture so there is accountability with a hard fast rule that their first commitment is to that of the leadership team and the company collectively and not about their egos or departments.

We can't do it alone, the first step is to build your small leadership team

The first step is knowing you can't do it alone; you need a small leadership team to be effective and your team needs to know they can trust and be truthful with each other so problems can be talked about candidly. I emphasize small because large teams cannot execute goals and strategies as quickly. You must set the teams culture so there is accountability with a hard fast rule that their first commitment is to that of the leadership team and the company collectively and not about their egos or departments.

Always control your meetings so they are effective

As the leader you must encourage productive bantering of issues, so your team comes out with clear agreements and solutions. Have lively interesting meetings where you can respectfully challenge or disagree, extract ideas from each other and solve real problems quickly. Put critical topics on the table for discussion and minimize company politics and leave egos at the door.

The leadership team should strive to understand one another's roles and responsibilities and by continually building trust they become comfortable asking questions about one another's work. Setting the team up like this helps keep company and personal politics to a minimum that can slow your company from moving forward. Most of all personal attacks are not permitted.

At the end of meetings make sure leadership is clear about what they've agreed to do and what they're going to go back and tell their employees. It's imperative that the leadership team knows the concerns and ideas of the people in their organizations so that they can represent and consider them when making decisions.

Have clear direction of where your company is going and why your company does what it does

Most tactical and strategical mistakes are due to lack of communication and trust within the team. Come together as a team and get clear about what the company is passionate about.

My leadership team went off site for two days and did some work around Patrick Lencioni's questions: Why do we exist? How do we behave? What do we do? And how will we succeed? We spent several days answering these questions and these are our organizations answers:

Why do we exist? "To Grow the Individual, Build the Family, Inspire the Community and Enrich the World."

How do we behave? "We are Fun, Loyal and Passionate."

What do we do? "We are heroes in our community providing emergency services and complete home and business restoration."

How will we succeed?

1. We will hire people with a heart, leadership will groom and grow them, set expectations by coaching, training and motivating them
2. We will remain a premier company and keep our extraordinary reputation by only performing high quality work on profitable jobs
3. We will be a force in our community alongside our employees

It took us time because we went back to the beginning of our existence and wrote down on a white board what made us successful for the last 42 years. There was always a theme, and it was the people we helped that usually started off at entry levels and worked their way up through the ranks, which built their families stronger, the individuals went on to inspire and work for our communities which enriched the world.

Communicate from leadership to the entire company

This corporate clarity helps align everyone, defines our success and what sets us apart from the competition. Leaders are clear and aligned around a strategy that helps them define success and what differentiates them from competitors.

The leadership team now needs to regularly remind employees about the company's reason for existence, its core values, its strategy, and its top priorities. Don't limit communication to a few events a year. Make communication consistent and be aware of the opinions of your employees. Now go shine as a leader and your businesses growth will take place naturally.



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