

SUCCINCT.CO.NZ

INSPIRED VENTURES

BUSINESSES NOT HOBBIES

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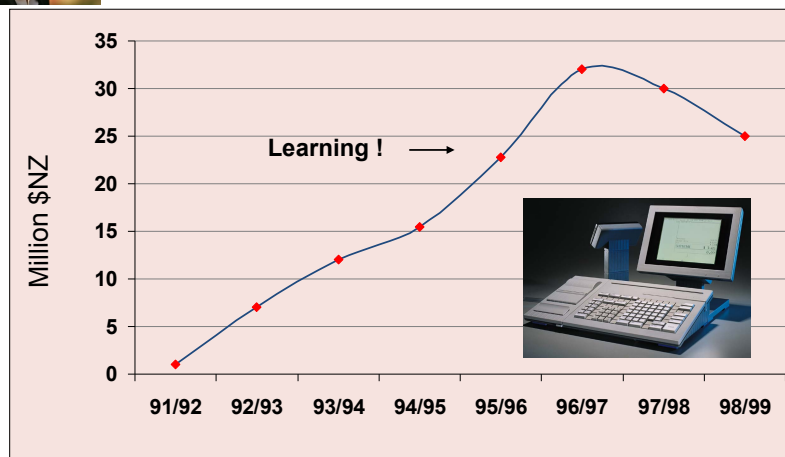
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MARK ROBOTHAM – “Survivor Of Growth”



www.SuccinctStories.com

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PEC Retail Solutions

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MARK ROBOTHAM

- **Background**
 - Electronics Design Engineer, International Marketing
 - NASDAQ - Silicon Valley, NZ bootstrap
 - GM Business Incubator – Wellington
 - GM Escalator – Investment Ready Service
 - Recent JAFA convert
 - Cyclist
- **Founder Growth Management Consulting LTD (GMC)**
 - Business plans - audits
 - SME advisory boards
 - Facilitation – strategy days
 - Business training
 - Business planning, pitching, governance
 - Pitch development
 - Training

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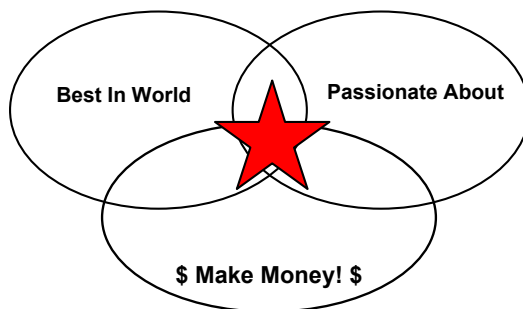
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BUSINESS OR HOBBY?

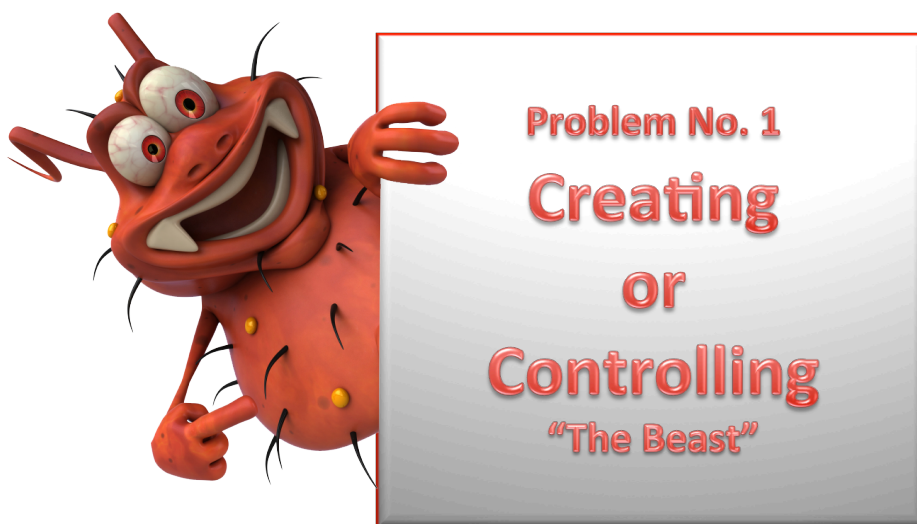
Are you 2 or 3 out of 3?



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TOO MANY IDEAS & OPTIONS

Not Enough Time or Cash...



GMC GUIDE TO - NO

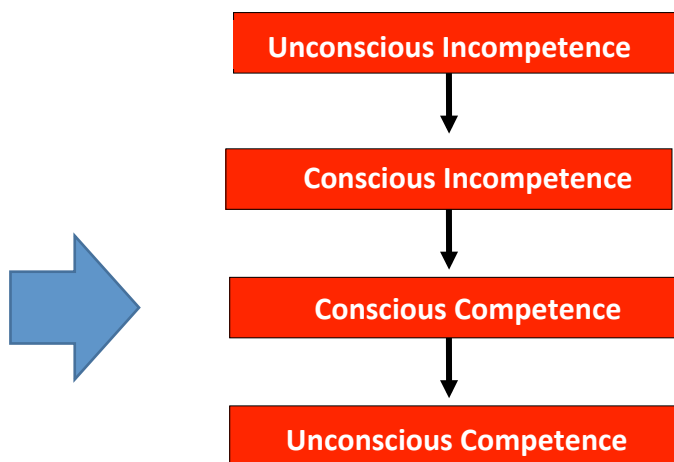
CHALLENGE	DISCIPLINE	PHILOSOPHY
1: Does it add value to customers? & differentiate us	Proposition	We exist because of customers Does this drive us?
2: Does it make money?	Cost structure	Investment decisions Our money and false economies
3: Does it fit our business model? Can we outsource it?	Business Model	Are we working smart?
4: Are we having fun? Does it fit our culture?	Working in the Zone Culture	Living and managing by brand & culture
5: Does it fit our master plan?	Strategy	Are we focused on one goal Is it a diversion?
6: Challenge me: Is it time to rethink the plan? Does it make good business sense?	Governance	Do we have a reference point and high performance coaches?

IS IT SUCCINCT & WILL IT PASS THE NO BULL-SHIT TEST?

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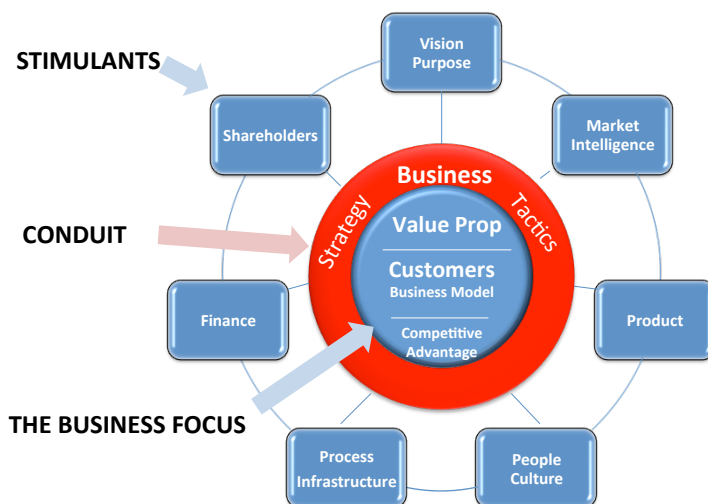
LEARNING PROCESS



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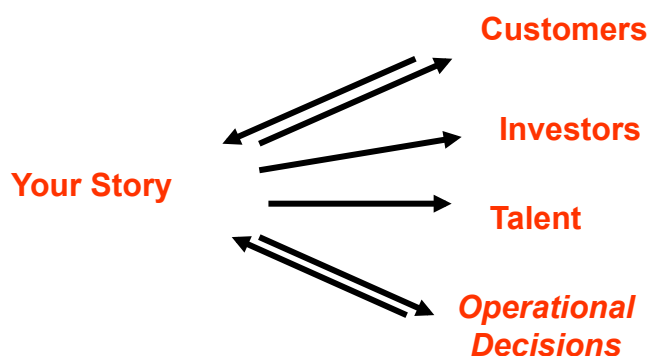
PLANNING CONTEXT



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POWER OF YOUR SUCCINCT STORY

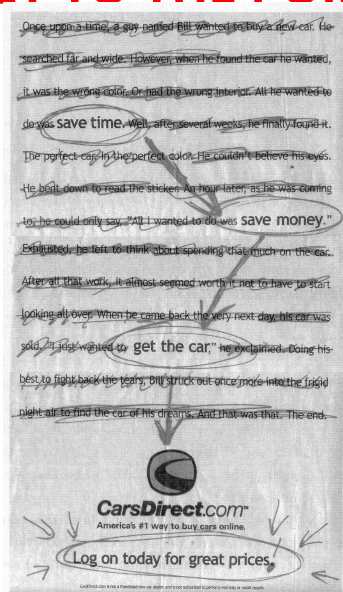


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GET TO THE POINT



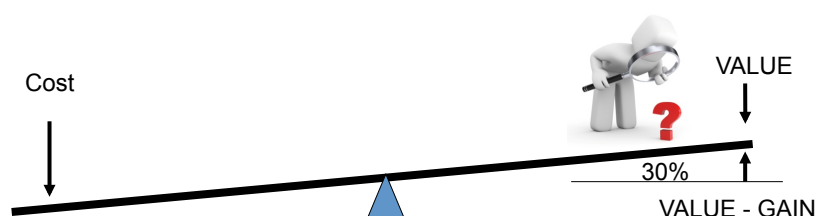
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NO VALUE PROPOSITION = NO BUSINESS



QUANTIFY – WITH vs WITHOUT



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CRAFT vs PRODUCT vs BUSINESS

Product

- Electric Drills
- Mouse Trap
- CRM (software)
- Swatches
- Harley Davidson

Craft

- Manufacture Power Tools
- Manufacturer
- Software Developer
- Watch Manufacturer
- Motor Cycle Manufacturer

Business (essence)

- Making Holes
- Mice Problem
- Increasing Sales - Customer Satisfaction
- Fashion Statement
- Escape

HOW DOES
customer
measure
success?



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CUSTOMER VALUE DIMENSIONS

- Financial

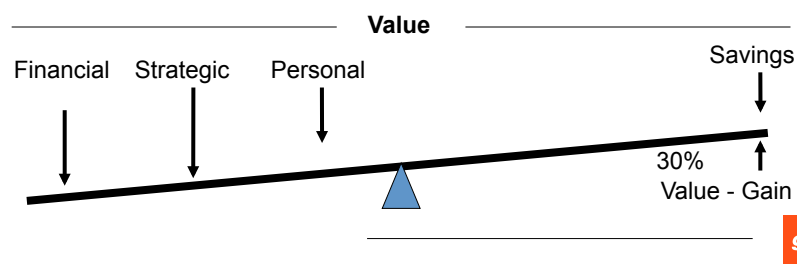
How much money will your prospects save or how much profit will they gain if they buy your solution?
What is the ROI ?

- Strategic

How will your prospects business benefit from your solution? Increased quality, shorter time to market, diversification, etc ...

- Personal

How will your prospects life be better with your product?
More fun, less stress, career enhancement, political advantage, etc ...
Ego factors.



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SUSTAINABLE COMPETITIVE ADVANTAGE

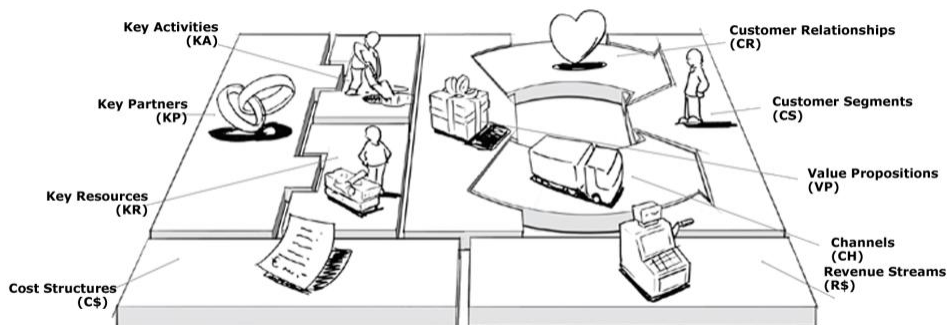
- Loyal customer community
- Intellectual property
- Pace of innovation
- ??????



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BUSINESS MODEL FRAMEWORK



Business Model Generation
Alexander Osterwalder & Yves Pigneur



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Adapted From
Business Model Generation - Alexander Osterwalder & Yves Pigneur



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STRATEGY



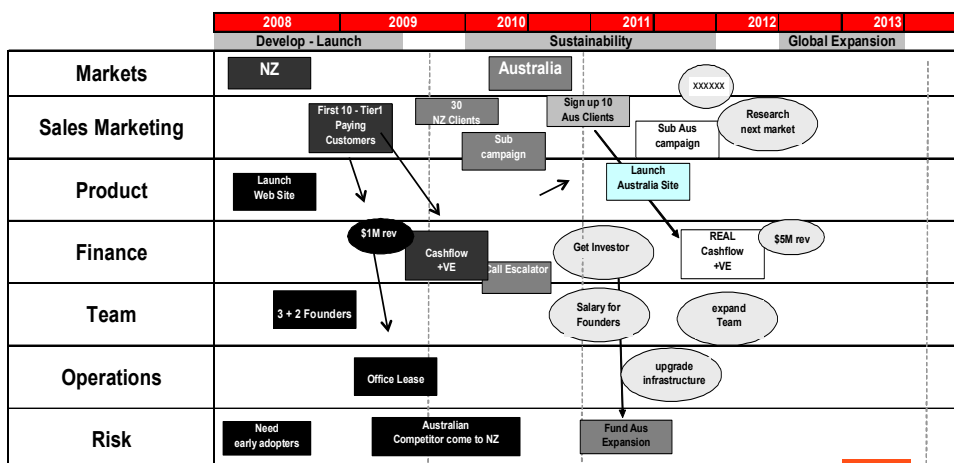
Adapted – Verne Harnish

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MILESTONE CHART

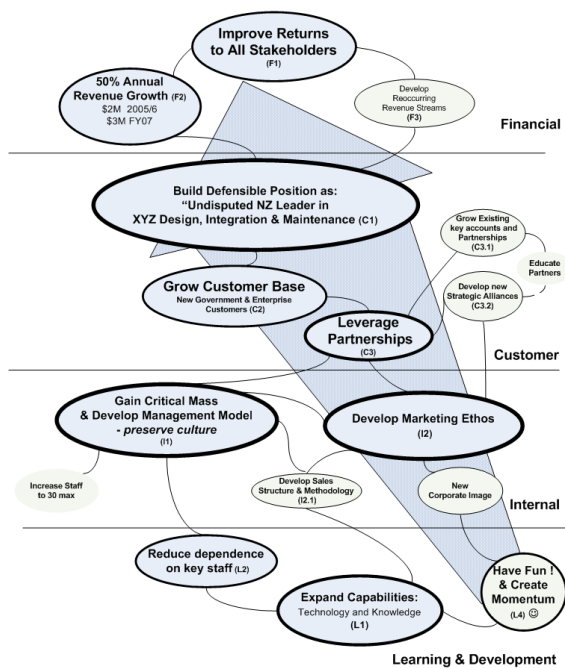
CoyX Business Plan - Overview



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ACME Business Plan



- Finance
 - Tactic 1
 - Tactic 2
- Customer
 - Tactic 1
 - Tactic 2
- Internal
 - Tactic 1
 - Tactic 2
- Learning
 - Tactic 1
 - Tactic 2


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MAGNETIC CULTURES



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“The *real* company values,
are shown by
who gets rewarded,
promoted, or **let go**”



NETFLIX – Culture Slideshare

<http://www.slideshare.net/Ned381/netflix-ppt-on-coculture-and-bestbiz>



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VALUES - INSPIRATION



Values

- Remove need for policy
- Speed Decision Making
- Remove Doubt
- Create Momentum
- Link Principals -> Business

Are you living your values?

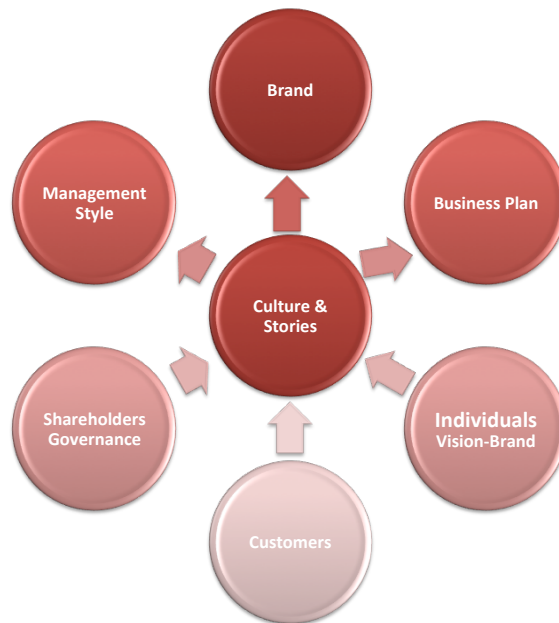
***What happens when they
are broken?***



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Atlassian's Values

(PURPOSE)

Create useful products people lust after

(VALUES)

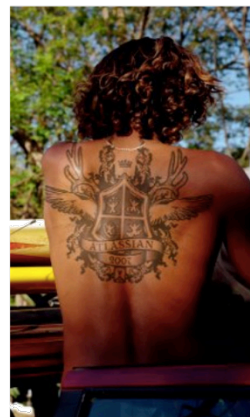
Open company, no bullshit.

Build with heart and balance.

Don't fuck the customer.

Play as a team.

Be the change you seek.



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THE TRADE ME MANIFESTO



1. Create great websites and people will tell their friends
2. Be like electricity
3. Let the server run the business
4. Empathise
5. Make people feel safe
6. Talk straight
7. Hire people smarter than you
8. Be informal but serious
9. Measure everything
10. Just try stuff

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CREATING YOUR SET

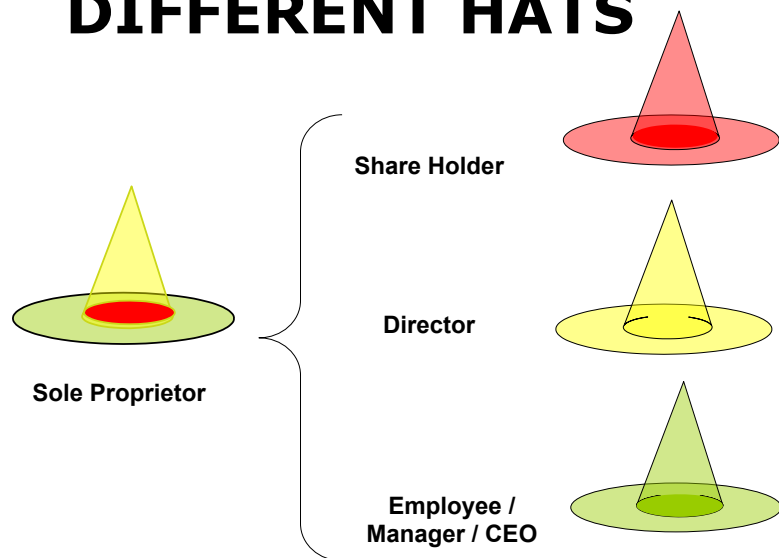


- Choose 5 Top employees ambassadors
- Choose 3 People who left company
- **What are their defining characteristics?**

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DIFFERENT HATS



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GOVERNANCE CHALLENGE

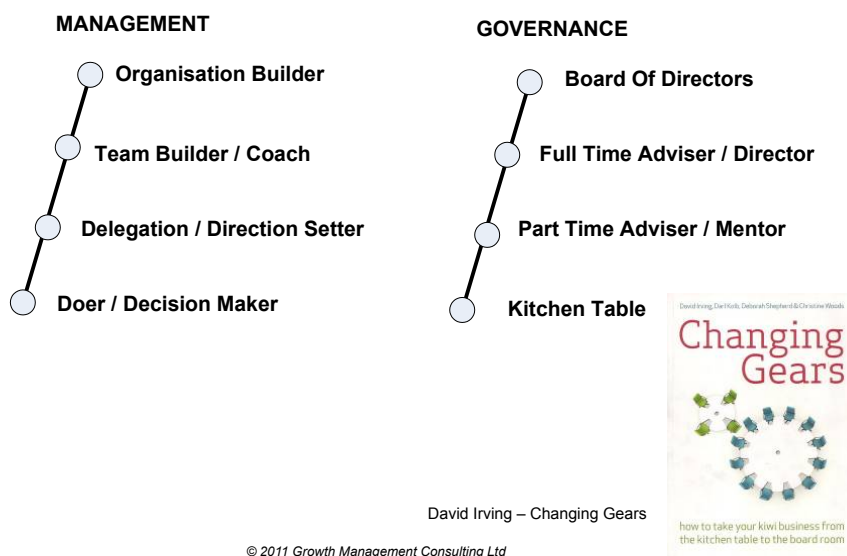


HIGHEST PERFORMING TEAM OF COMPANY?

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EVOLUTION OF GOVERNANCE



ADVISORY GROUP – BOARD

- Independent thought - challenge
- CEO-founder management – motivation
- Issue – crisis management
- Strategy development – review
- Extend company network & skills
- Fiduciary responsibilities
- Risk management
- Capital Raising



GMC GUIDE TO - NO

CHALLENGE	DISCIPLINE	PHILOSOPHY
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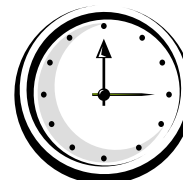
IS IT SUCCINCT & WILL IT PASS THE NO BULL-SHIT TEST?

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ONE MINUTE **WOW** TEST!



1. **What is the product or service?** *"Quantify customer VALUE"*
What problem are you solving Quantify gain with & without
2. **What makes you different?**
Your sustainable competitive advantage
3. **How does the business make money?** – *Business model*
4. **How big & scalable is this?** – *trends, gaps ...*
5. **Why believe you & your team ?** – *credibility*
6. **What's in it for the investor** - *exit*

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SUMMARY

CONVERSATIONS SUCCINCT CLARITY NO

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KILLING PUPPIES, EATING FROGS & YELLOW CARS

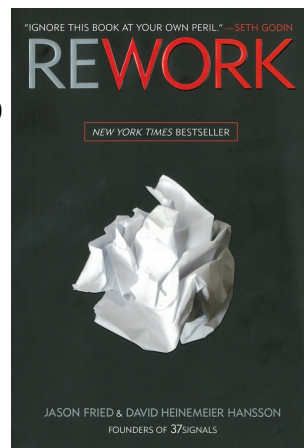


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FRESH STRATEGY - REWORK

- Underdo the competition
- Start a business, not a start-up
- Pick a fight
- No one likes plastic flowers
- Make lots of small decisions
- Planning is guessing
- Work-a-holism is stupid



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THANK YOU



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SERVICES:

- BUSINESS PLANS - AUDITS
- SME ADVISORY BOARDS
- FACILITATION – STRATEGY DAYS
- BUSINESS TRAINING
 - BUSINESS PLANNING, PITCHING, GOVERNANCE
- PITCH DEVELOPMENT
- TRAINING

BLOG: www.Succinct.co.nz

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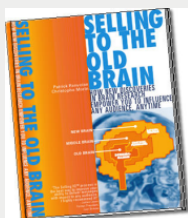
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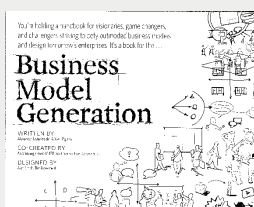
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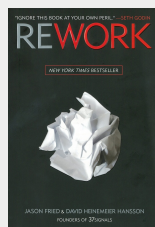
BOOKS



Patrick Renvoise
&
Christophe Morin
www.Salesbrain.net
Neuromarketing
(Value propositions & Presentations)



Alexander Osterwalder
&
Yves Pigneur



Jason Fried &
David Heinemeier Hanson



David Irving



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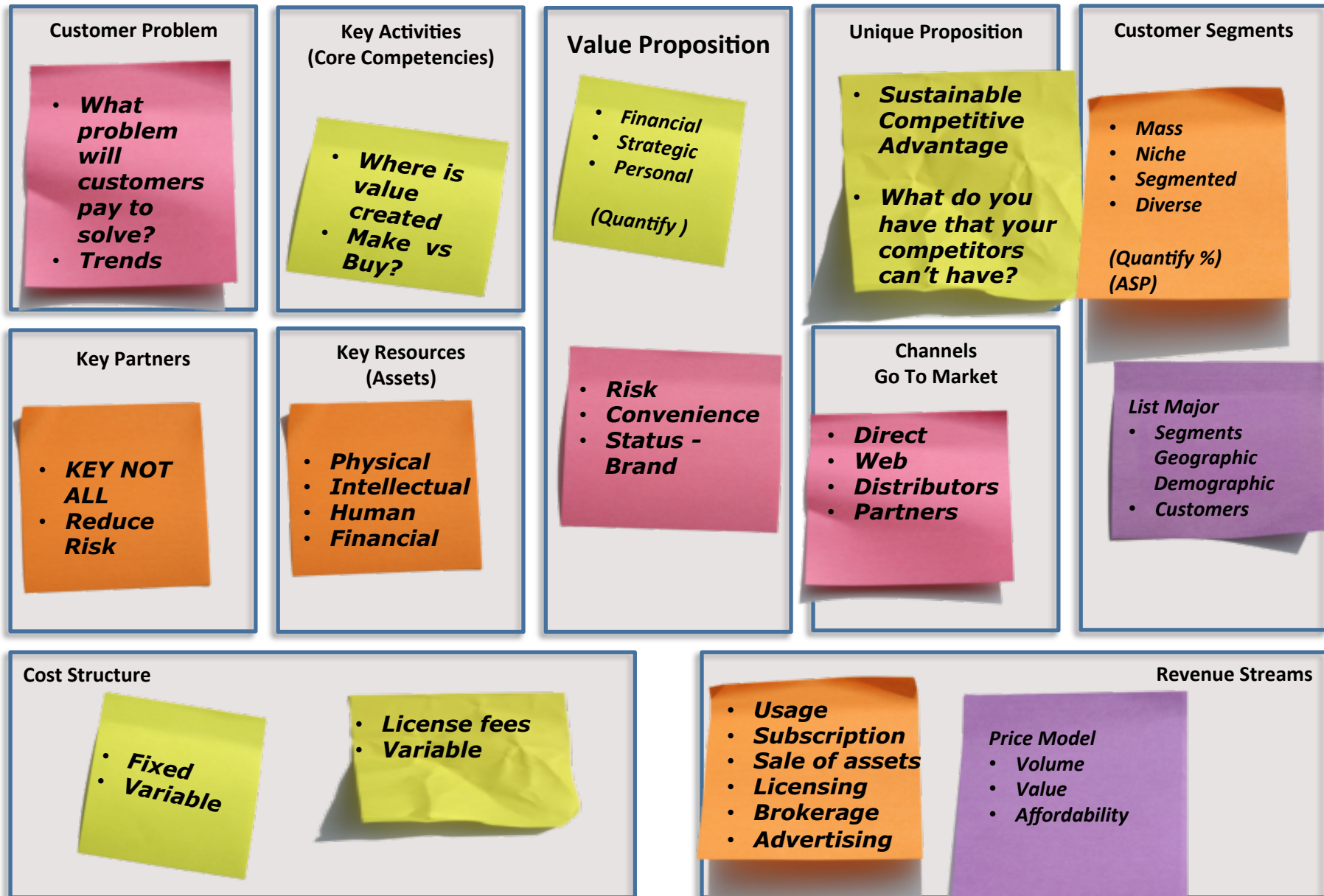
Twitter: @mrobotham

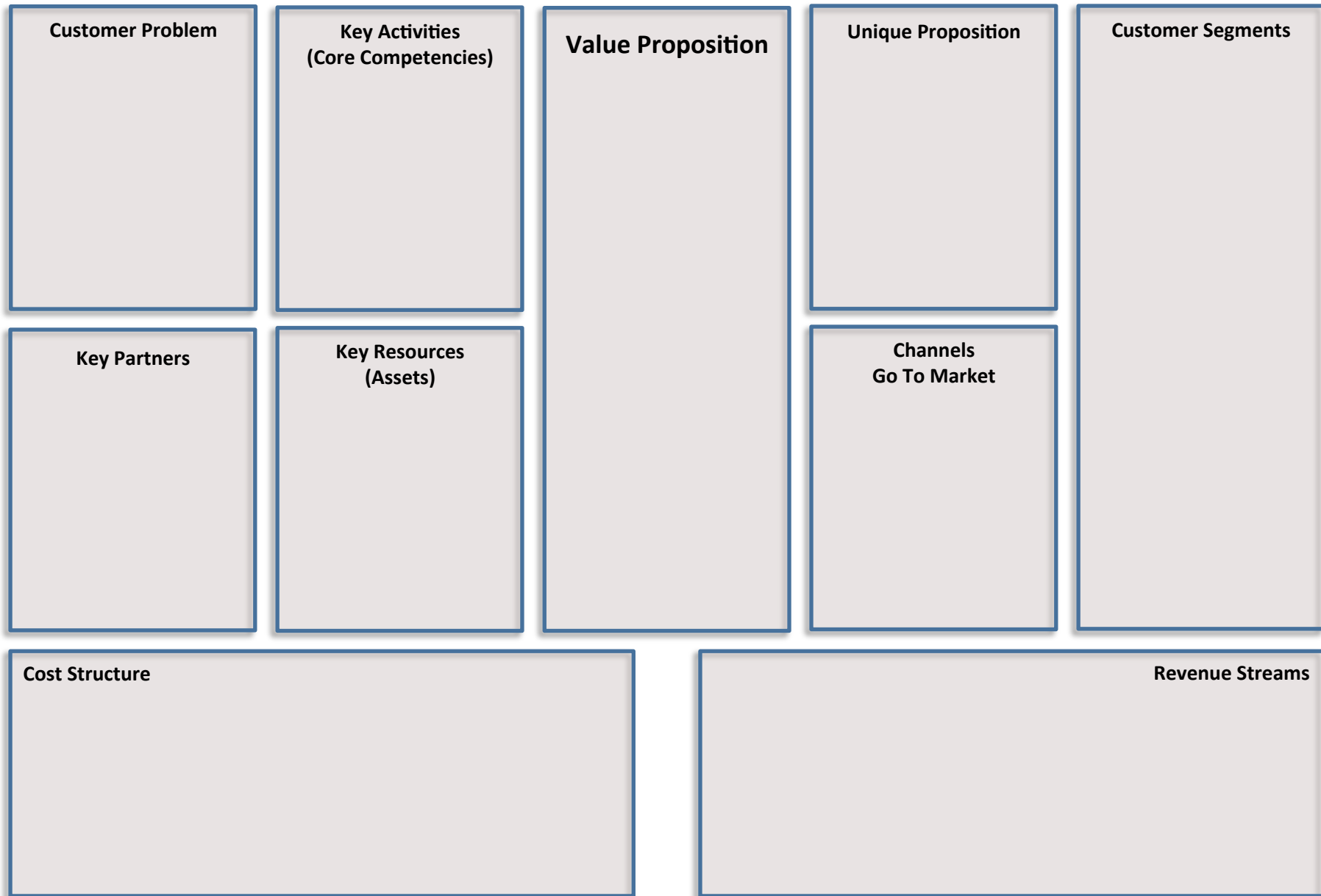


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GMC GUIDE TO - **NO**

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IS IT SUCCINCT & WILL IT PASS THE NO BULL-SHIT TEST?



Is your business standing out from the crowd?

If your business is not firing on all cylinders – fix your pitch!

Most businesses suffer from the “curse of knowledge”, deluded in their own belief that their marketing messages work – hell they understand them, why shouldn’t their potential customers?

Are your sales not what they should be? Are you failing to get interest in your investment pitch or perhaps your business is just not firing on all cylinders? Then there is a high chance your elevator pitch is not working.

Check that your pitch doesn’t work equally as well for your competitor?

The trouble is you as the author, the one who has been working with this for years, is the worst person to craft an effective message to describe your business. You are leaving your audiences wondering “*what the hell do you do, and why should I give a damn*”

Clarity of purpose – creates better results No employee comes to work with sabotage in mind, yet most business leaders are not providing their staff clarity around what the focus of their business is.

Ask your business colleagues “what do we do?” - your elevator pitch. Ask your receptionist, bookkeeper, technical guy and CEO. Are the messages all the same? Are they all about an outcome that your customer will pay for?

Most businesses fail to reach their potential due to lack of clarity around what their purpose for being is, and more importantly not focusing on activities that add high value to their customers.



“I didn’t have time to write a short letter, so I wrote a long one instead.” Mark Twain

Take the Williams Formula one team mantra – “*We make the car go faster*”. Do I put part-a in the car or part-b? What makes the car go faster? Consider that with a smart elevator pitch everyone in your business is focused on the same outcome. Everyone is empowered to make smart decisions towards a common goal.

For too long elevator pitches has been the domain of sales and marketing departments as sales tools rather than core driving statements for the business and how it operates. Do all of your business (staff and customers alike) have a common view on what your business is all about? Smart pitches are the reason you get customers, investors, the best staff and your business achieves its goals.

Take the time out to focus on your core message and elevator pitch: it takes time, focus and the power of the outsider viewpoint to craft an effective business pitch. Invest in getting some outside help in this important area of your business.

Tips for Powerful Pitches

- Open with an WOW statement that gets people’s attention
- Build your pitch with sound bites - thoughts or points 10–30 seconds each
- Use the language of your target end customer
- Focus on WHAT rather than HOW
- Quantify customer value – using a customer’s measure of success. If the outcome result is a change of greater than 30%, you have a true compelling need that a customer will pay for
- Articulate what makes you different
- Keep it Short (60 sec – 3min max) and succinct



Use memory hooks:

- **contrast** - life before and after purchase.
- **stories** – relevant customer stories and endorsements are proven to close deals 80-100%
- **props** – Physical things to illustrate the point
- Once you have your message, play with the order of the sound bites to increase impact
- Remember to stand out from the crowd you must entertain and stimulate action
- If your product is technical, use a 10 – 30 sec “context” statement as an introduction, so anyone can understand relevance of your product or service

Growth Management Consulting’s(GMC) ambition is to accelerate the growth and failure of NZ companies by removing clutter and simplifying business growth. GMC help companies with pitch development-delivery, facilitated workshops and advisory services.

www.growthmanagement.co.nz Mark’s Blog: www.succinct.co.nz Twitter: @mrobotham