

## A Blueprint You Might Be Missing

Everyone would agree that in our business it's absolutely critical to follow a blueprint to get the kind of outcome we are looking for when installing a new heating or cooling system in a building, or adding a 2<sup>nd</sup> bathroom to a home. I am always surprised though, at the lack of understanding that contractors have when I ask them if they have a Blueprint for Business Success.

So what exactly is a Blueprint For Business Success? It's more than just a mission statement, written company values, defined critical success factors or an annual budget. It's a well thought out plan that when properly executed, will help you take your company to the next level and to achieve tremendous breakthrough success.

A Blueprint For Business Success will establish a framework for your business, clarifying your purpose, principles and values. It also makes you and your team accountable for achieving competitive outcomes. A Blueprint will outline your goals and strategies for achieving those goals. If you want your team members and managers to respond to market demands and to be accountable for achieving your company goals, then you must institute management processes that support a culture of responsibility and enterprise. Your Blueprint for Business Success should lay out this process and your Blueprint should be shared with your entire team.

Business success is a moving target. Just when you are sitting in a position where you feel comfortable, something happens that knocks you off balance. The economy slows down, a competitor moves into your market, a service manager leaves and takes your 3 best technicians with him. There are always challenges in owning and operating a business. That is why you must constantly be reviewing your Blueprint For Success and checking your actions and outcomes against the goals you set for yourself and your company. If your company is large enough to have additional managers, these people should be responsible for helping to plan and execute your Blueprint for Business Success. This will make strategy and achieving success a continuous process rather than a top-down annual event at the end of your business year when you count your dollars left over and decide if you had a "good year" or a "bad year."

A Blueprint will help you to monitor and evaluate your business position throughout the year so that you aren't left scratching your head as you close your books for the year and saying "where did all the money go?"

**NOW** is the time to be thinking about your plans for the coming year and what kind of success you want to achieve. A Blueprint For Business Success will be just as critical in helping you to achieve the outcome you desire in your business,

