



Building your business strategy workshop

- 1 - Learn the elements of a modern business plan
- 2 - Prepare yourself for common challenges
- 3 - Discover free online tools to support your business

Tom Yawney



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **3 CPD credits**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker:



Tom Yawney

Director of Business Development,
The Influence Agency

@nfluenceagency



Agenda:

PART #1 - Intro's & Getting Started (20 mins)

PART #2 - The Foundation of A Modern Business Plan (50 mins)

BREAK 15 mins

PART #3 - Where Do You Stand? Let's Evaluate (40 mins)

PART #4 - The Growth Phase - What Are You Becoming? (40 mins)

PART #5 - Wrap Up + Q&A (15 mins)

PART #1:

Intro's & Getting Started (15 mins)

About today's speaker:



Tom Yawney

Director of Business Development

Sports Media (2010 - 2013)

Moved into Digital Media (2013)

Top selling digital marketing consultant (2013 - 2017)

Founded 'The Influence Agency' with 3 partners (2017)



April 2017 - 4 Partners

Our first office near Adelaide and Spadina. Had to start somewhere!



July 2018 - 3 staff members:

Got ourselves into a “real” office on Geary Avenue in Toronto!



PLEASE
DONT TRY TO
SLEEP HERE

BE ADVISED

BY ORDER OF INTERIOR MINISTRY

I HAVE A REQUEST!



**“We have the
attention span
of a goldfish!”**

As of 2016, the average human has an attention span of 8 seconds - [Time Magazine](#)



There are 10,800 seconds in 3 hours

**Average human has an 8 second
attention span...**

**I have 1,350 opportunities to lose
your attention during this talk**

We got this 👍





HANDS UP - WHO'S IN ATTENDANCE?

DO SOMETHING GREAT

PART #1: The Takeaway

TAKEAWAY:

- 1 - We are going to help develop, modernize, or update your business plan
- 2 - Review common challenges & assess solutions
- 3 - Discuss and share free online tools that will help solve problems

PART #2:

Foundation of A Modern Business Plan

(60 mins)



THE OPPORTUNITY

We are living through the democratization of information, products & services.

Things that were previously expensive are now free.

It has never been more cost effective to start and/or run a business.



DEMOCRATIZATION OF TECHNOLOGY

Application:	Original Name:	Previous Cost:	With Inflation:	Current Cost:
Video Conferencing:	Compressions Labs VC	\$250,000 1982	\$586K	FREE
GPS:	TI Navastar	\$119,000 1982	\$279K	FREE
Voice Recorder:	SONY PCM	\$2,500 1982	\$8,670	FREE
Video Camera:	RCA CC010	\$1,050 1981	\$2,617	FREE
Video Player:	Toshiba V-8000	\$1,245 1981	\$3,100	FREE
Encyclopedia:	Compton's CD Encyclopedia	\$750 1989	\$1,370	FREE



WHO HAS A DEVELOPED PLAN?

THE 5 YEAR PLAN IS DEAD!

WHO DOESN'T KNOW WHERE TO START?

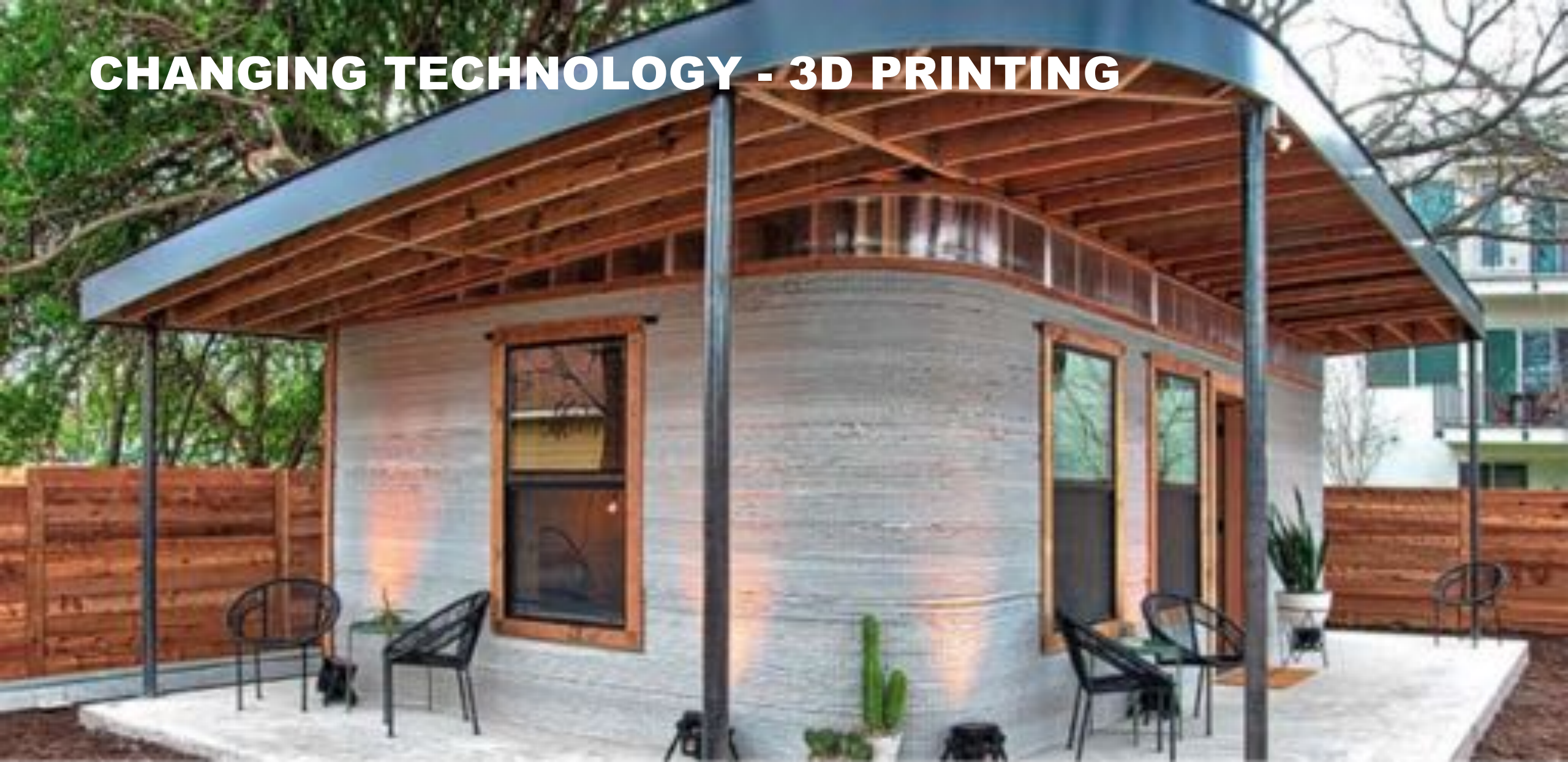
CHANGING TECHNOLOGY - ARTIFICIAL INTELLIGENCE



CHANGING TECHNOLOGY - DRONE DELIVERY



CHANGING TECHNOLOGY - 3D PRINTING



CHANGING TECHNOLOGY - WEARABLE TECHNOLOGY



Building & Updating:

The Foundations Of A Modern Business Plan

#1 - EXECUTIVE SUMMARY

EXECUTIVE SUMMARY:

Description of company

Description of service / product

Key goals

Competitive advantage



#2 - COMPANY SUMMARY

COMPANY SUMMARY:

Company profiles

Form of business

Ownership group, and equity structure

Sole proprietorship, partnership, board of directors

Management team and structure

Roles & responsibilities



#3 - SERVICES / PRODUCT SUMMARY

SERVICES / PRODUCT SUMMARY:

History of marketplace

Current status of marketplace

Brand positioning

Unique value proposition, or what makes you different?

Unique features, added value / benefits



#4 - MARKET ANALYSIS

MARKET ANALYSIS:

Social

Economic

Demographic

Environmental

Technological

General trends

Barriers to entry

Regulation

Competitive Analysis

Target market



#5 - GO TO MARKET / SALES STRATEGY

SALES STRATEGY:

Pricing

Labour costs / overhead

Profit margins

Pricing considerations

Marketing plan

Inbound sales, outbound, referrals

Promotions, incentives

Loyalty programs



#6 - OPERATIONS PLAN

OPERATIONS PLAN:

Organizational structure

Roles & responsibilities

Vendors

Suppliers

Regulations

Productivity planning

Internal communication / workflow

Project management / account mgmt



#7 - FINANCIAL PLANNING

FINANCIAL PLAN:

Start up costs

Financial projections

Cost of goods sold

Margins

Projecting when hiring can occur

Break even analysis



#8 - RISK ANALYSIS

RISK ANALYSIS

Start up costs

Financial projections

Cost of goods sold

Margins

Projecting when hiring can occur

Break even analysis



PART #2: The Takeaway

TAKEAWAY:

You need to consider the following items when developing, or updating your plan:

- 1 - Executive Summary
- 2 - Company Summary
- 3 - Services / Product Summary
- 4 - Market Analysis
- 5 - Go-To Market Plan (or continued Sales Strategy)
- 6 - Operations Plan
- 7 - Financial Plan
- 8 - Risk Analysis



15 MINUTE BREAK!

PART #3:

Where Do You Stand? Let's Evaluate

(45 mins)

EVALUATING YOUR BUSINESS UNITS:

Your business plan is in action - what areas need improvement?

Research & Development / Innovation

Sales & Marketing

Operations, communication

Customer Service

Accounting & Finance

Human Resource Management & Culture

WHAT ARE YOUR MOST COMMON BUSINESS CHALLENGES?

LET'S REVIEW:

SALES & MARKETING:

I can't afford a formal marketing budget

I don't know where to focus my marketing efforts and resources

Don't know whether to hire staff, or work with an agency

I only want to invest in marketing if I'm guaranteed results

My product / service is amazing, but people don't know about it

Sales is not my strong suit, I don't enjoy it

I can't find / afford a good sales person

We simply need more sales!

OPERATIONS:

I have trouble tracking my workload, or the workload of employees

There is too much crossover amongst roles, we're not efficient

We need a better system for internal communication

We need a better system to track client communication

We need a mechanism to track employee performance

We don't have a proper training program for new staff

We don't have standard operating procedures - everyone is doing their own thing!

There must be a better way to assign tasks, and track client work!

CUSTOMER SERVICE:

Our team doesn't know how to handle difficult clients

Certain clients can push us around

We have inconsistent lines of communication, and it misleads clients

We could improve our phone etiquette

We could improve our presentation skills

We could improve our written communication skills

We don't know how to handle contentions

ACCOUNTING & FINANCE:

I don't know the first thing about managing finances!

I don't know how to write contracts, statements of work, and invoices

How do I manage my books?

What should I do for taxes - and when do I file?

How do I track down outstanding funds?

How can I stay on top of all the financials while doing everything else?!

I don't really have visibility into the financial health of my company

RESEARCH & DEVELOPMENT / INNOVATION:

Our products or approach to service is getting stale

I can't keep up with new innovations

I don't have time to update our products / processes

Things seem to be working alright, why would I change anything?

I don't have any resources for research and innovation

I wouldn't know where to start!

HUMAN RESOURCE MANAGEMENT:

I need help, but I can't afford staff!

I don't know how to hire proactively

I need to hire, but I don't know how to find good people

Do I hire temp staff, part-time, full-time?

I don't really know how many staff members I can afford

I don't have a system for onboarding, training, performance reviews

I don't have a system to track vacation time, sick days, work from home

I need a better way to track our HR processes

CULTURE:

We don't know how to build culture

We don't have a pulse on the happiness of our staff

There is a pervasive negativity amongst some people that we can't get rid of

We need to create programs for employee validation

We need to figure out how to provide our employees with a voice

I don't have time to meet with my staff, and build relationships

I want to build relationships, but I struggle to

PART #3: The Takeaway

TAKEAWAY:

What are your most common business challenges?

Please take 5 minutes to reflect on your greatest challenges. What is holding you back, or preventing you from achieving a level of growth that you desire?

Please write down 2 - 3 challenges on your phone, or a piece of paper!

PART #4:

Growth Phase - What Are You Becoming?

(45 mins)

If you woke up tomorrow and your
business challenges / limitations
were gone,

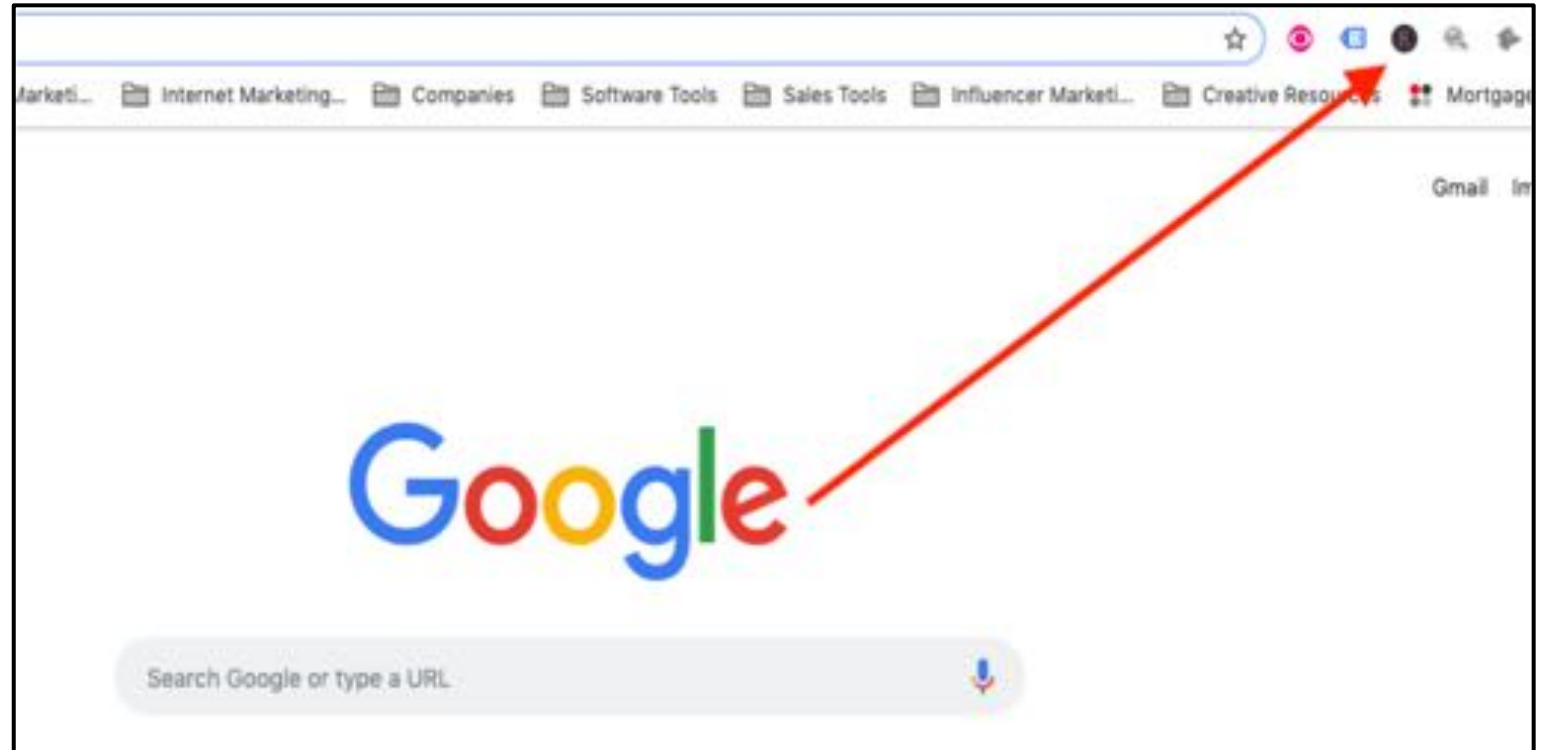
What would have changed? Write It Down :)

Research & Development:

CHROME

EXTENSIONS

Google Chrome
is an open
source web
browser
offering free
tools for
insights and
research.

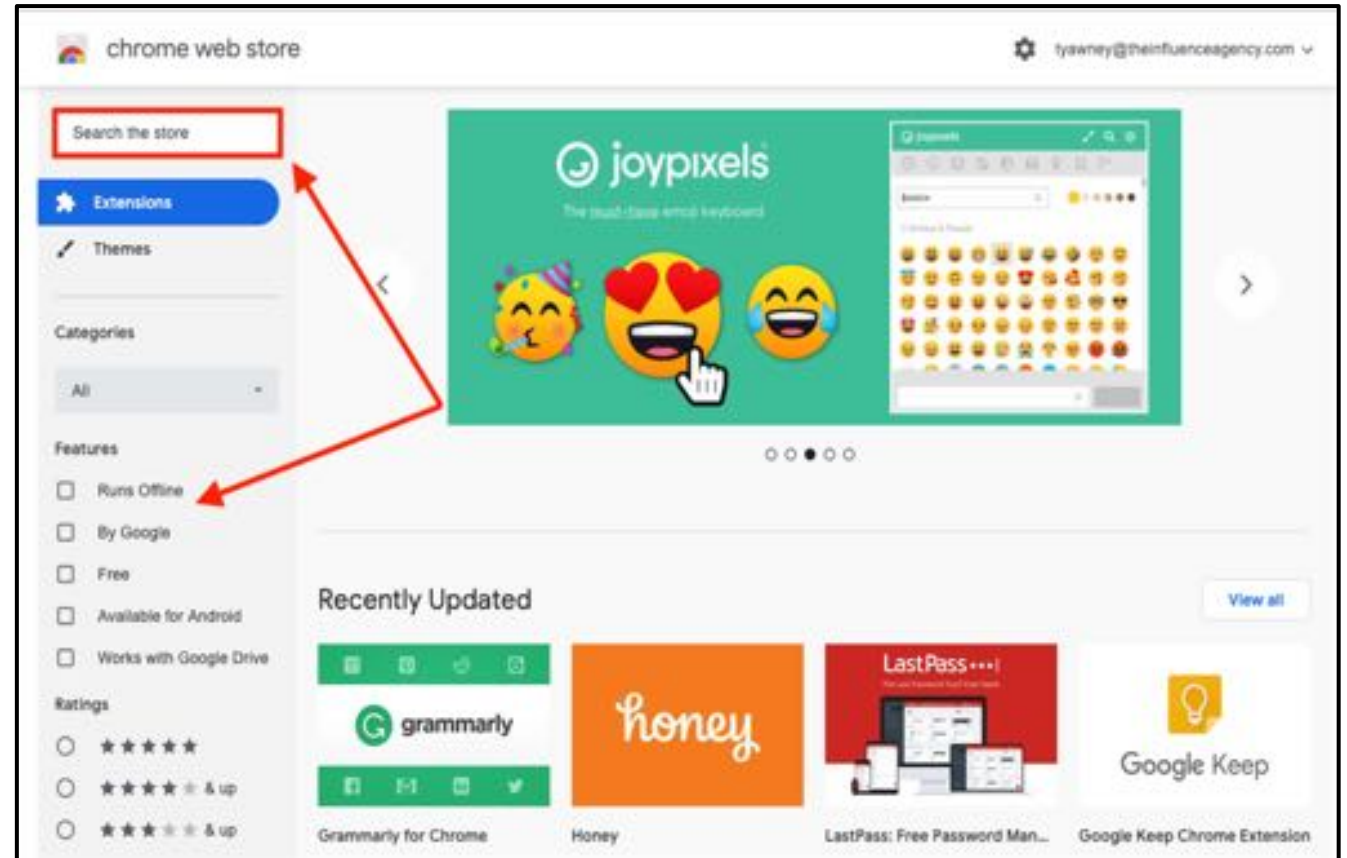


CHROME

EXTENSIONS

Search “Google Chrome Store”

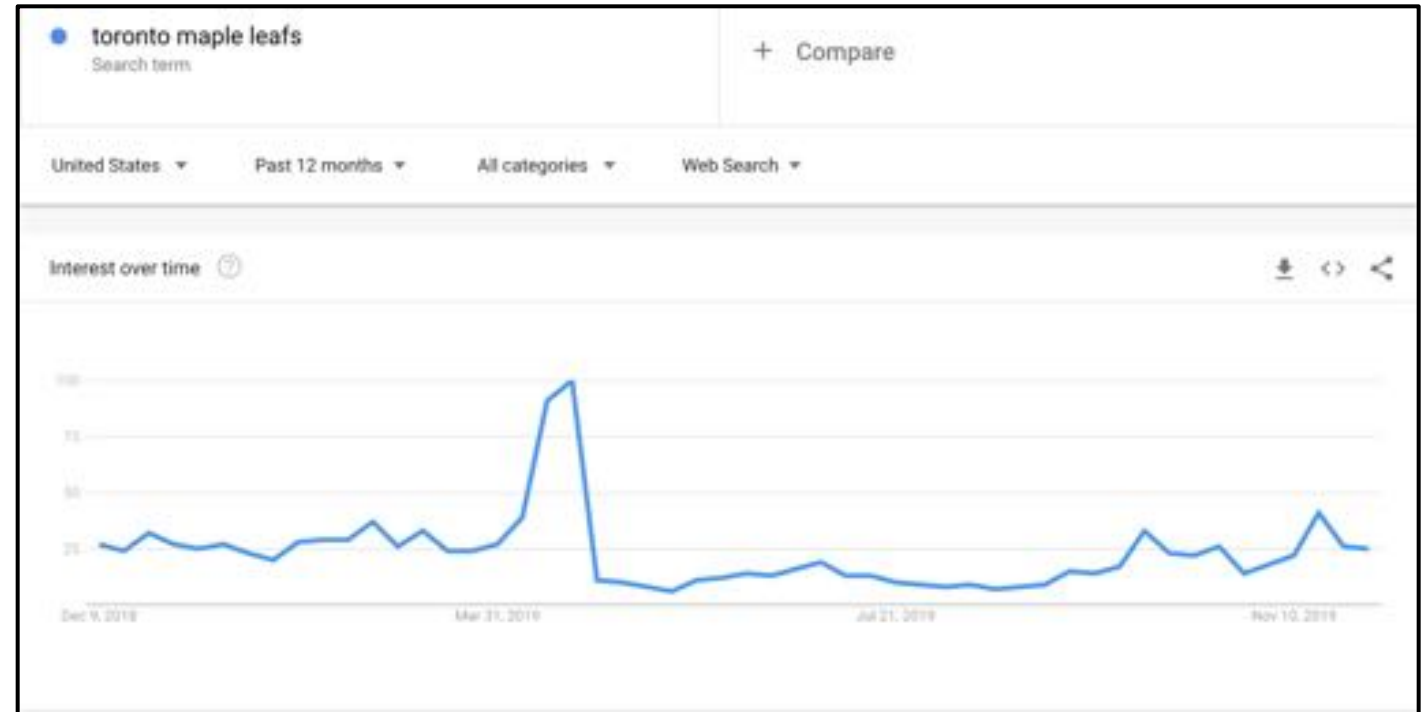
Search for all types of free tools. Here are a few good ones:



GOOGLE

TRENDS

**Google Trends
shows you
historical search
volume, and breaks
out the info by
region and related
topics.
Great planning tool!**



KEYWORDS

EVERYWHERE

Keywords
Everywhere will
show you the
search volume for
any term.

As well as other
related searches.

personal injury lawyer toronto

Keyword	Vol	CPC	Comp
personal injury lawyer toronto salary	30/mo	\$0.00	0.65
personal injury lawyer north york	70/mo	\$49.73	0.74
personal injury law firms toronto	260/mo	\$57.93	0.54
workplace injury lawyer toronto	50/mo	\$75.78	0.88
neinstein personal injury lawyers	170/mo	\$83.73	0.65
personal injury lawyer mississauga	480/mo	\$68.89	0.65
personal injury lawyer brampton	390/mo	\$92.00	0.81
diamond and diamond calgary	0	\$0.00	0

Personal Injury Lawyers. | Serving Toronto & Area | neinstein.com
www.neinstein.com/ +1 866-533-8360
Put Our Experience to Work For You. No Fee Consultation Contact Us Today. Serving All of Ontario.

Diamond & Diamond™ - Personal Injury Lawyers
www.diamondlaw.ca/Toronto +1 800-567-4878

Related Keywords

Keyword	Vol	CPC	Comp
personal injury lawyer mississauga	480	\$68.89	0.65
personal injury lawyer brampton	390	\$92.00	0.81
personal injury law firms toronto	260	\$57.93	0.54
neinstein personal injury lawyers	170	\$83.73	0.65
personal injury lawyer north york	70	\$49.73	0.74
workplace injury lawyer toronto	50	\$75.78	0.88
personal injury lawyer toronto salary	30	\$0.00	0.65
diamond and diamond calgary	0	\$0.00	0

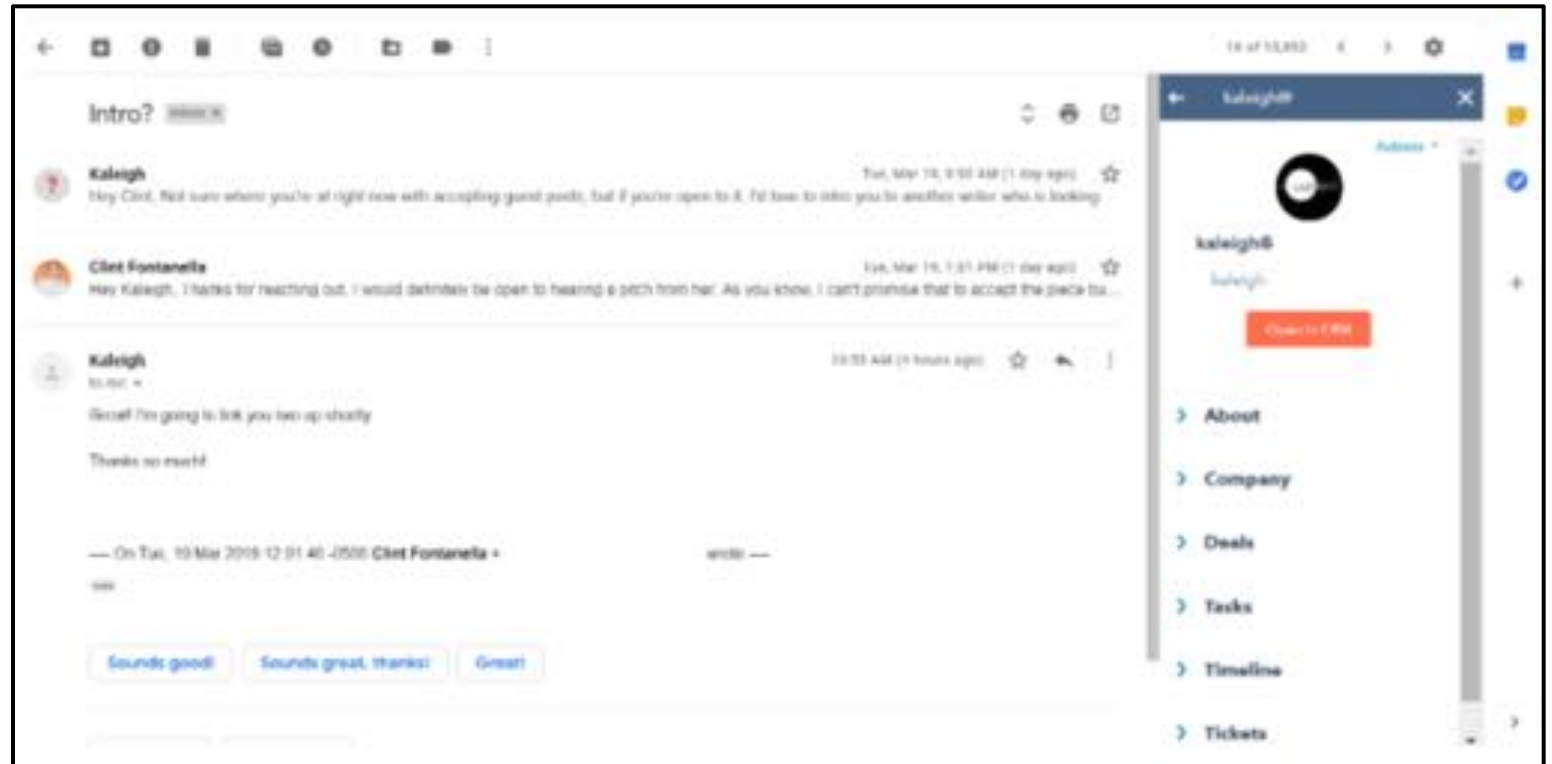
Check out our latest tool - SEO Watch Dog

HUBSPOT

SALES

**Connects your
email inbox with
your CRM.**

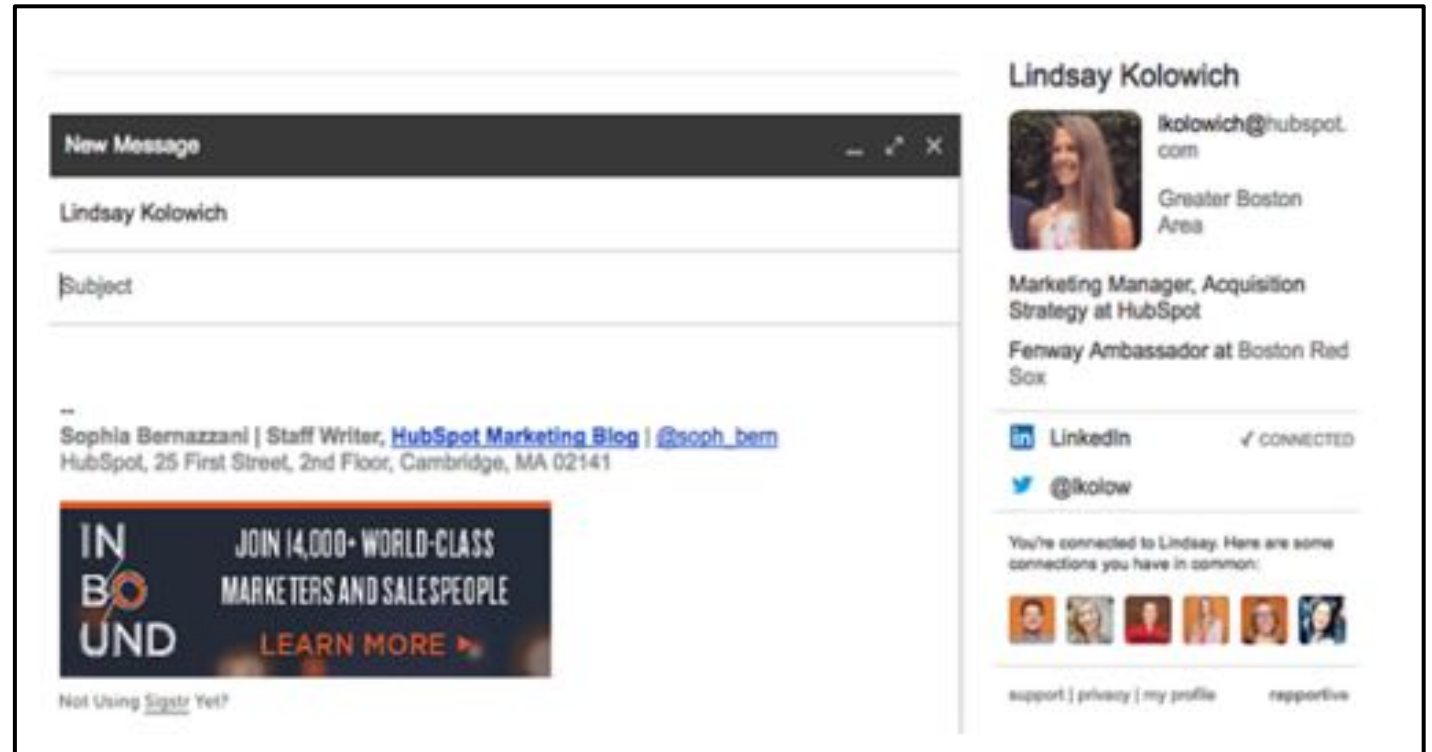
**Receive alerts when
your message is
delivered, opened,
and clicked on.**



RAPPORTIVE

Uses LinkedIn info
to provide details on
the recipient of your
email.

Makes sure you
have the all the right
info!

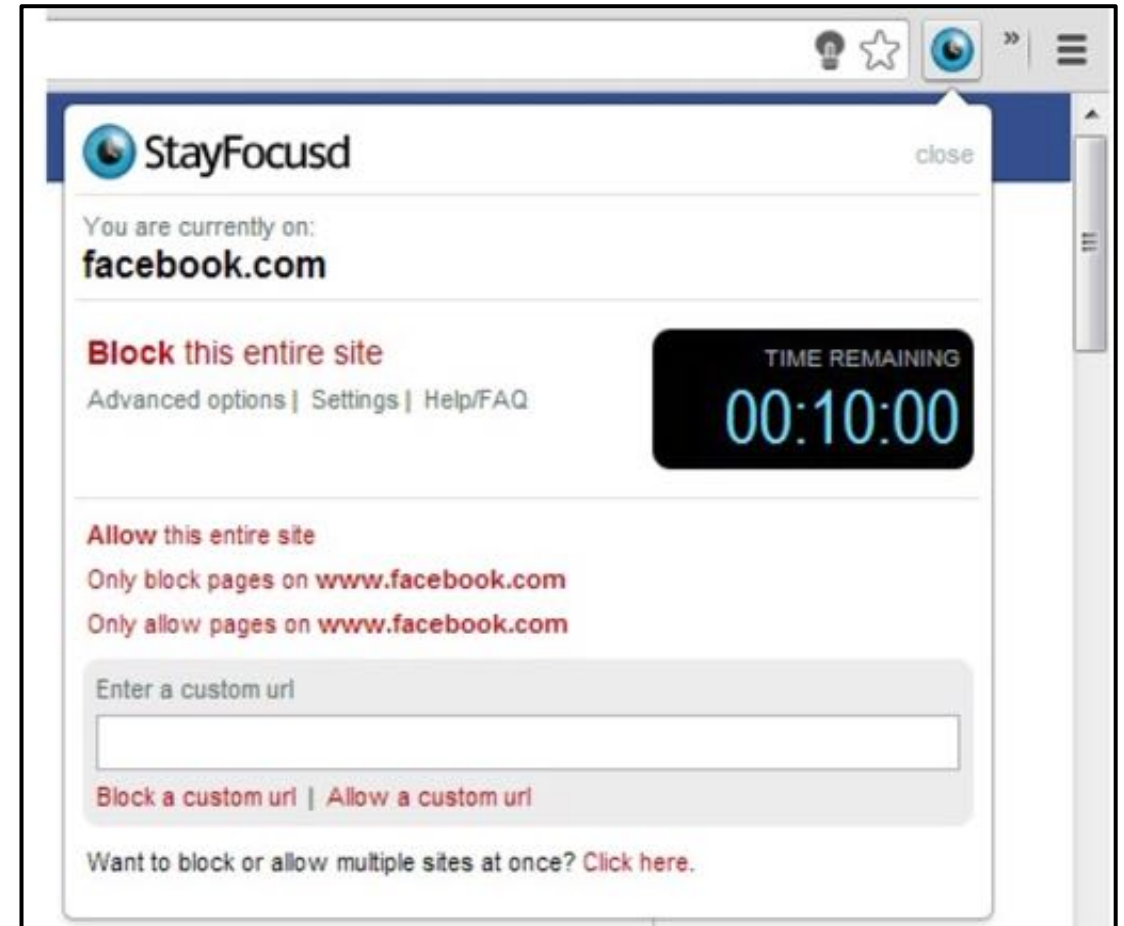


STAY

FOCUSED

**Easy distracted?
Budget your time on
specific sites.**

**If you go over, you
have to complete a
small challenge
before returning**

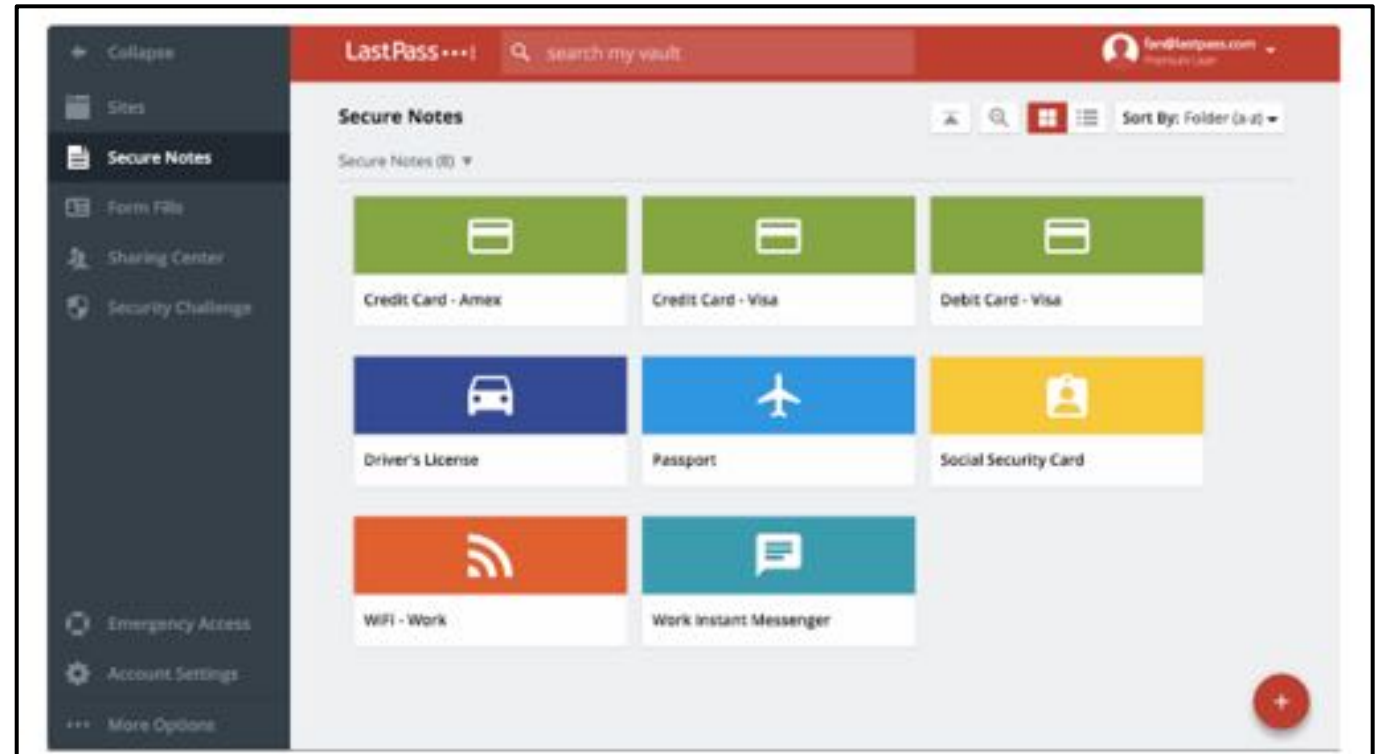


LAST

PASS

**Auto-fills passwords
for all the accounts
you save.**

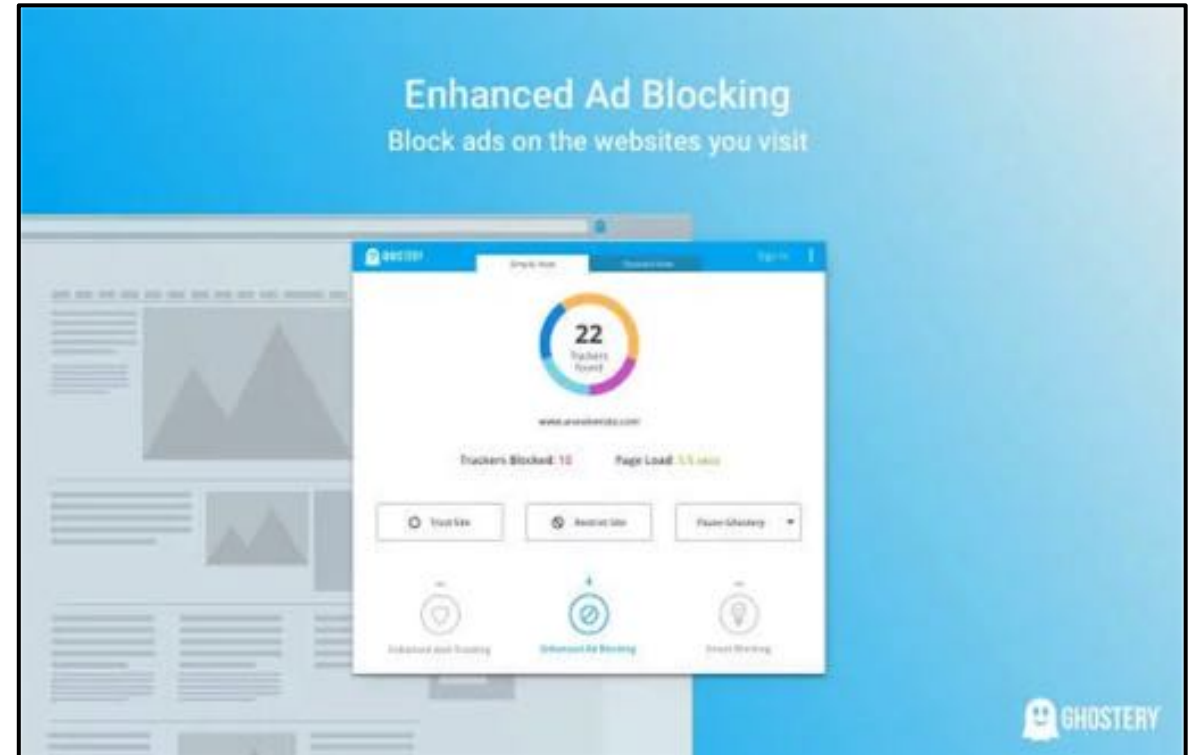
**This can secure your
personal data and
save a lot of time!**



GHOSTERY

**Ad blocking
extension designed
to stop Ads from
popping up.**

**Also hides your
browsing data so Ad-
trackers don't collect
personal info.**

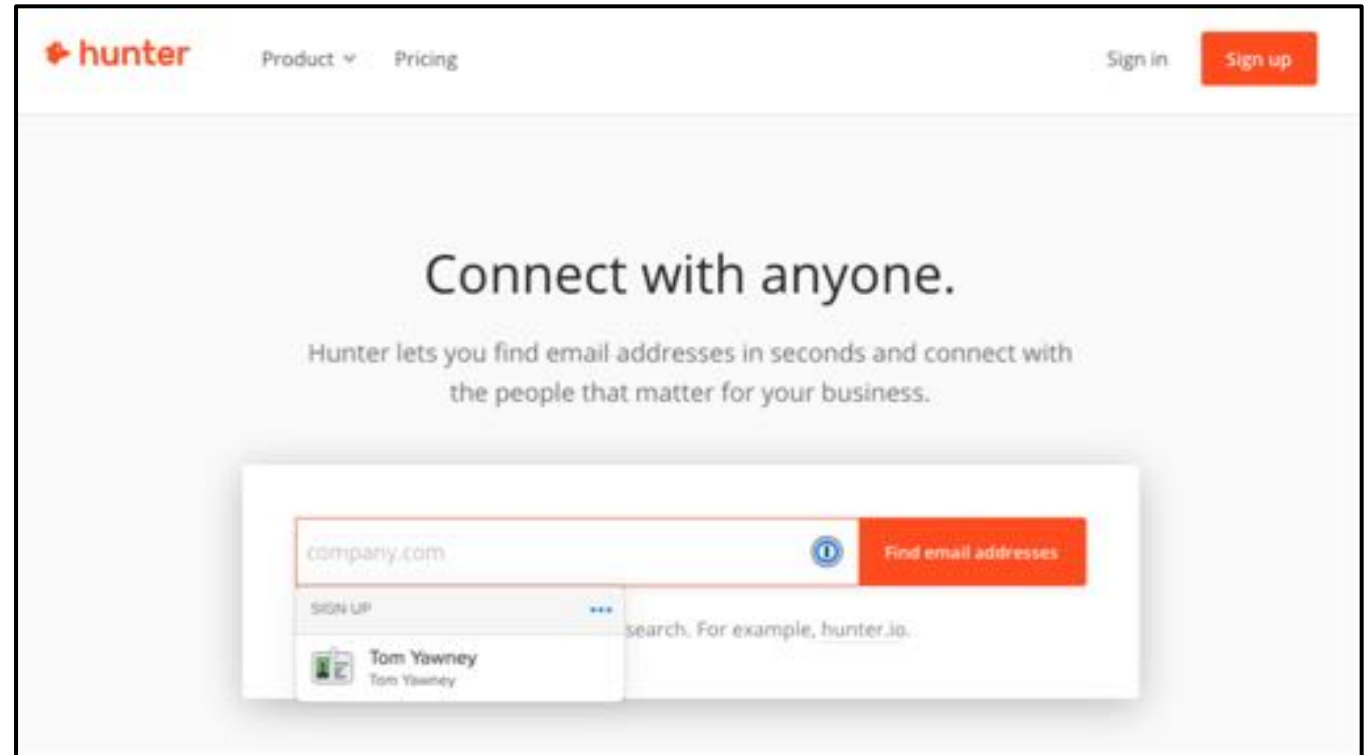


Sales

HUNTER.IO

**Allows you to search
by company to find
employees, and
individuals in
different
departments.**

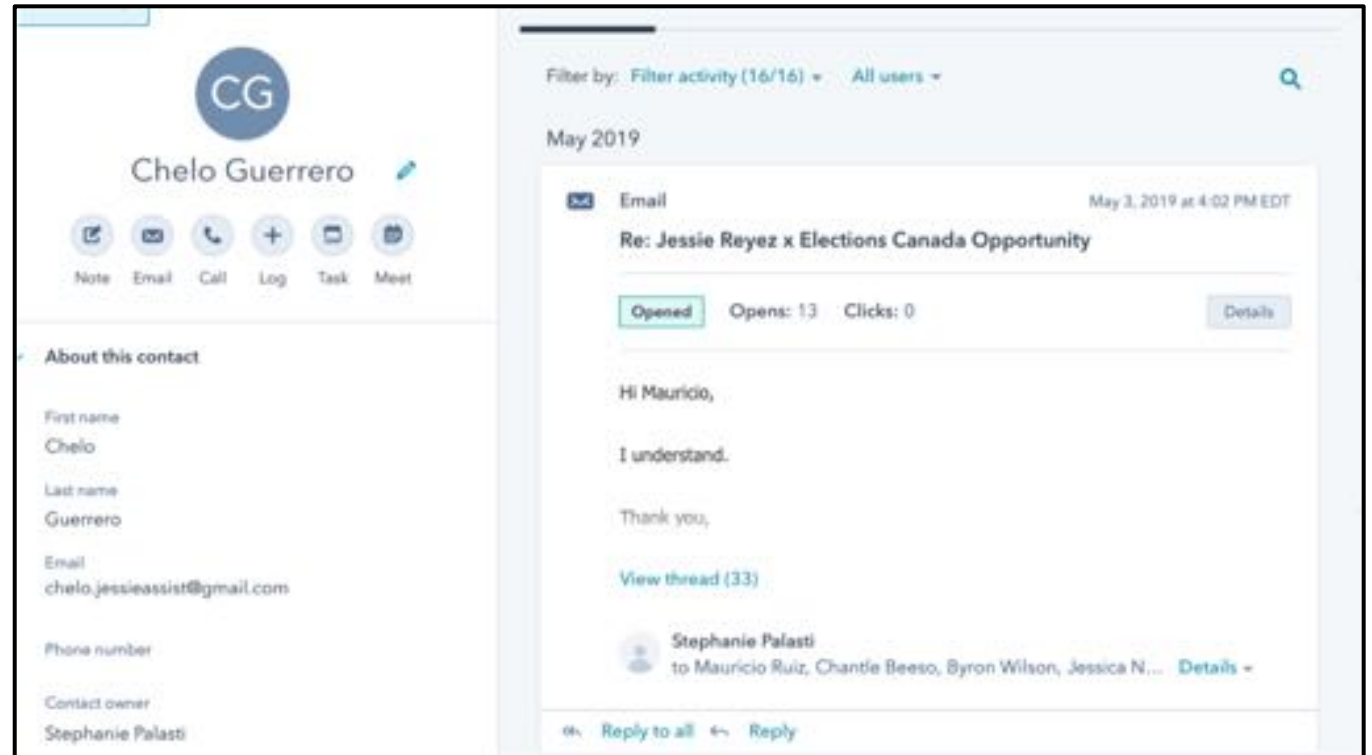
**Perfect for sourcing
prospects!**



HUBSPOT CRM

**A simple and free tool
to track communication
with prospects and
clients.**

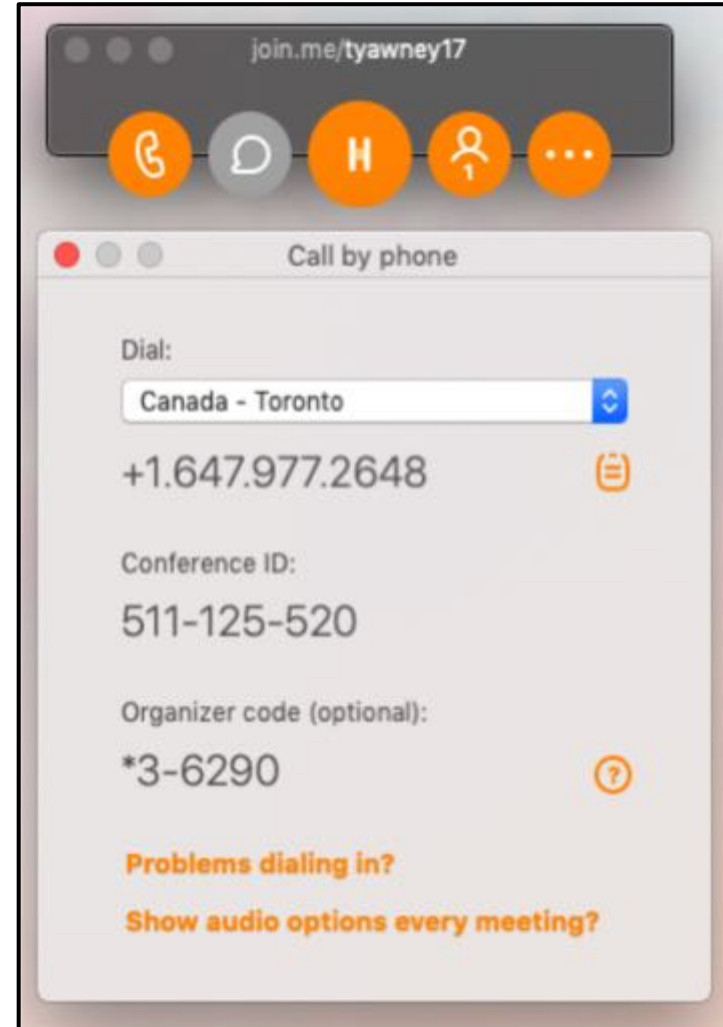
**Allows you to save
email templates, track
sales progress and
more!**



JOIN.ME

A free screen share and conference call tool that allows you to run sales meetings from anywhere while on the go.

Paid version allows for additional features

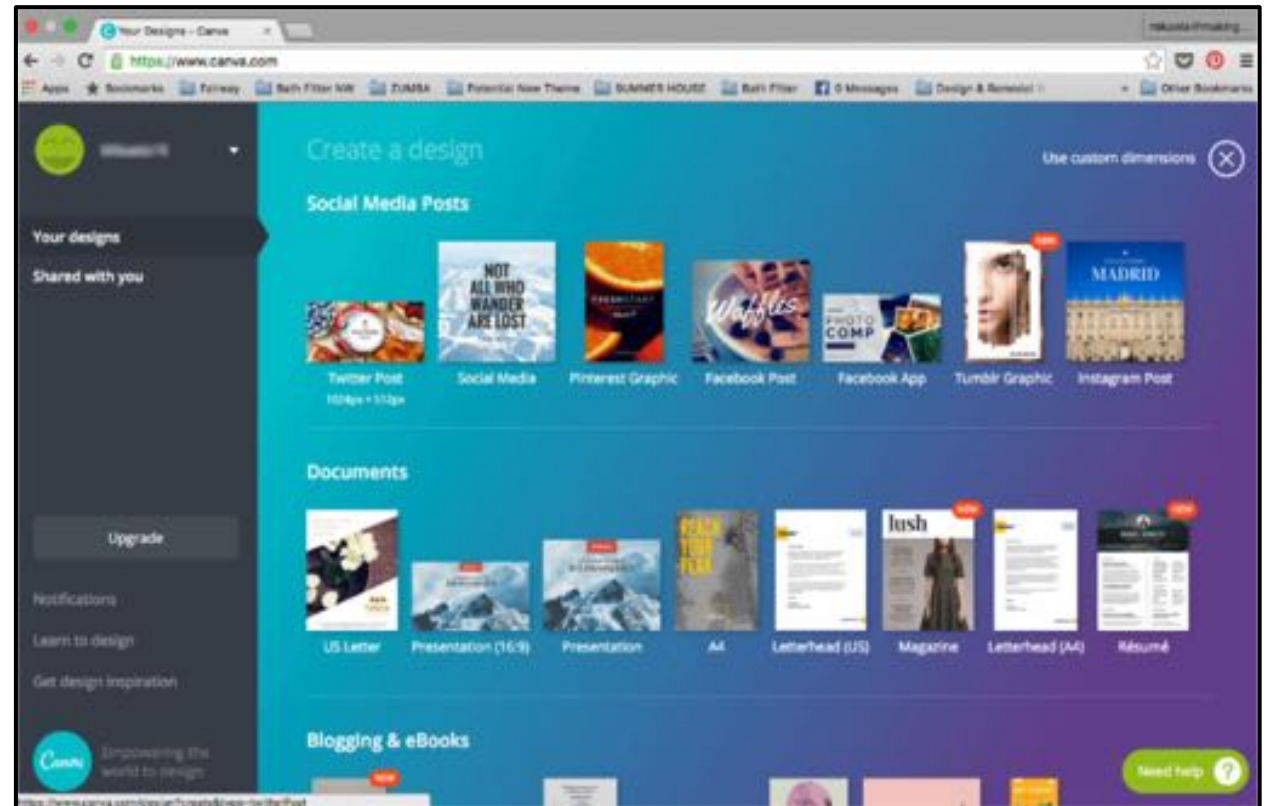


Marketing

CANVA

**Incredible design tool
that allows you to
create all types of
collateral for free.**

**Cards, logos,
invitations, social
posts, and much more!**



IFTTT

A tool that automates a
HUGE amount of
actions.

Simply create “If This
Then That” recipes to
connect with your
website, social, and
much - much more!

Recipes on IFTTT are the easy way to automate your world

Connect the apps and devices you love with “if this, then that” statements



Connect Your Home



Keep in Touch



Be More Productive



News Alerts



Stay Healthy

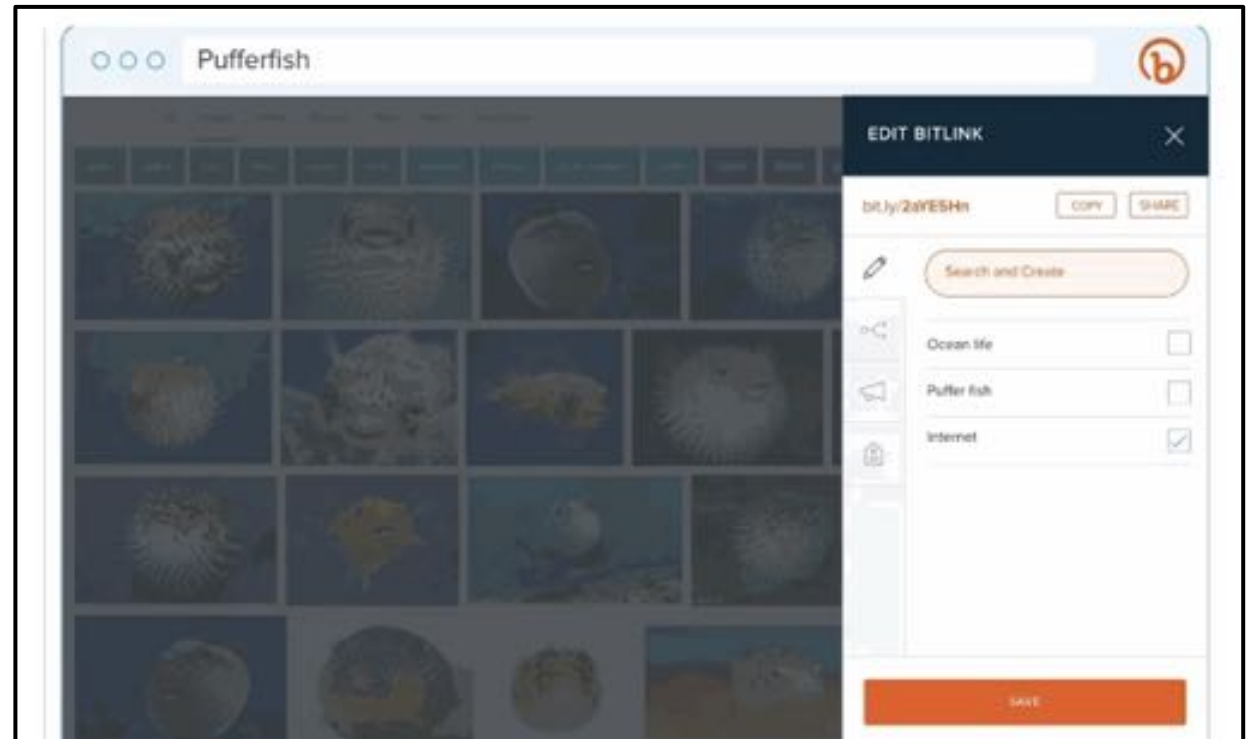


Shop Smarter

BITLEY

Bitly allows you to shorten links and share them directly from your web browser.

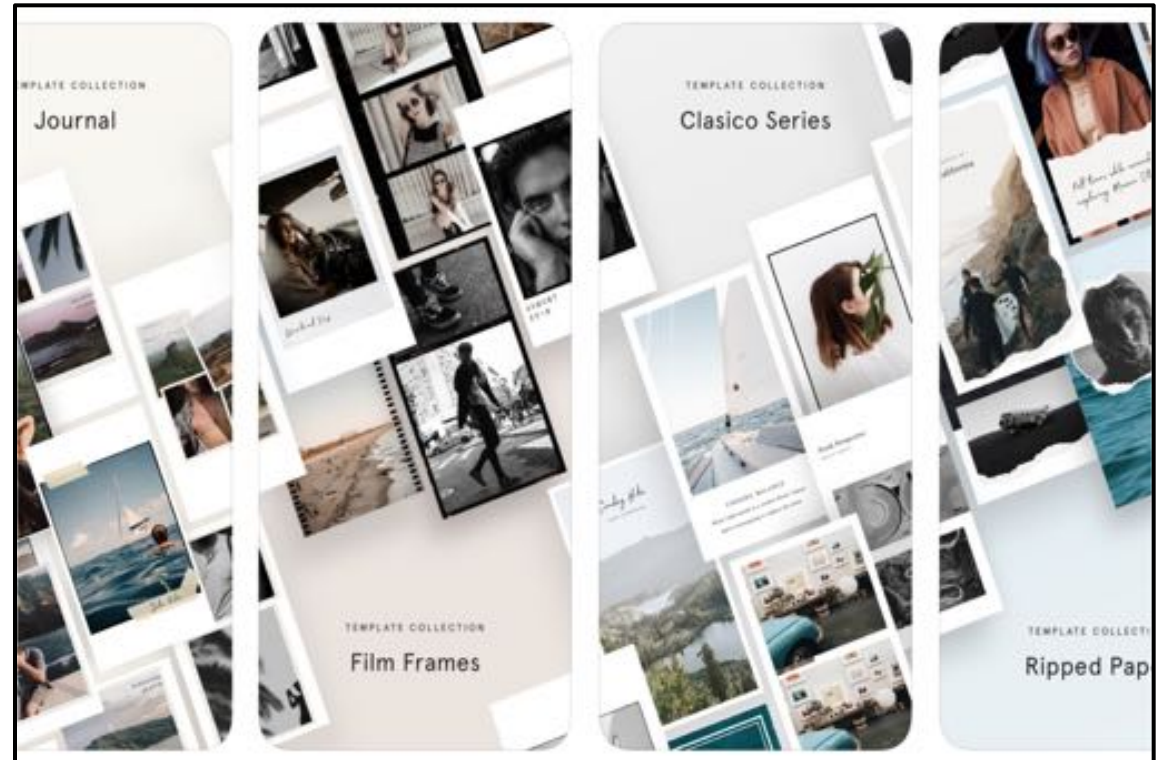
Great for sharing content on social media!



UNFOLD

**Create amazing
Instagram Stories with
multiple images, text,
and graphics.**

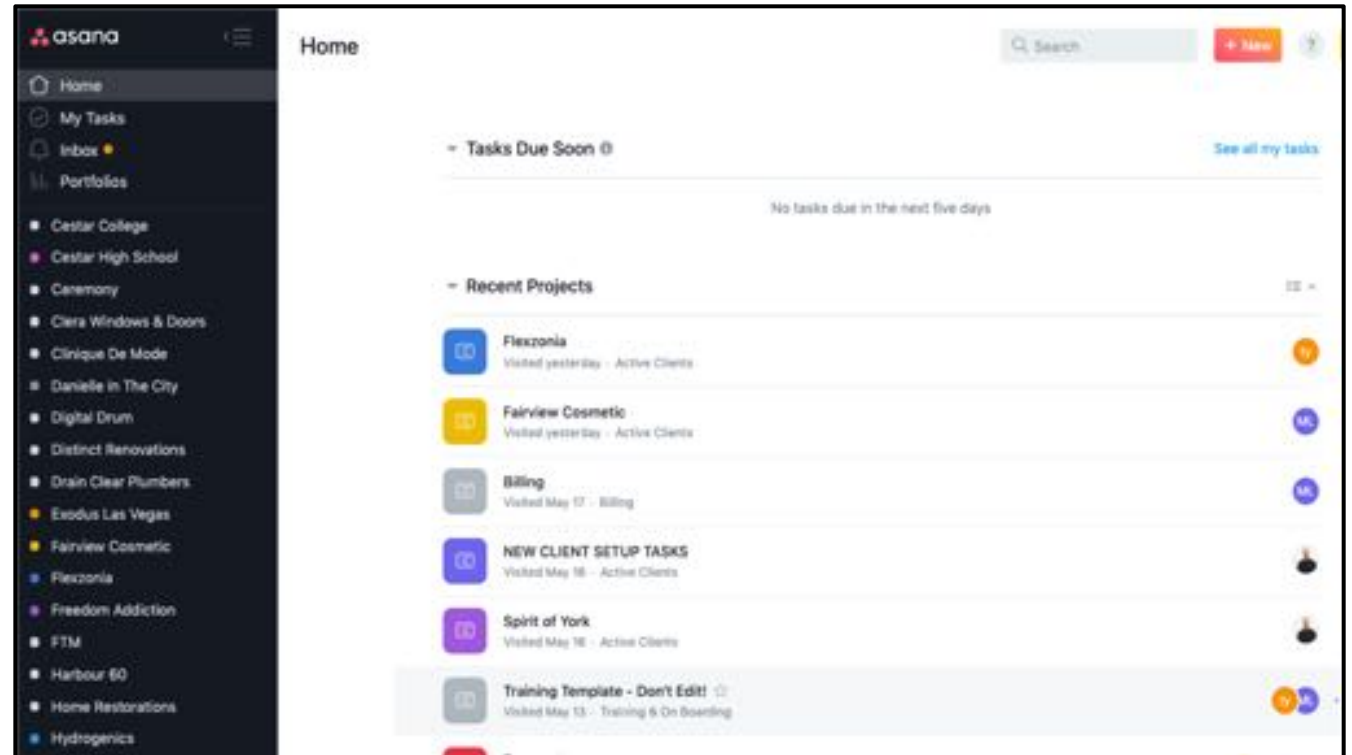
**Perfect for creating
professional IG Stories
on the go!**



Operations

ASANA

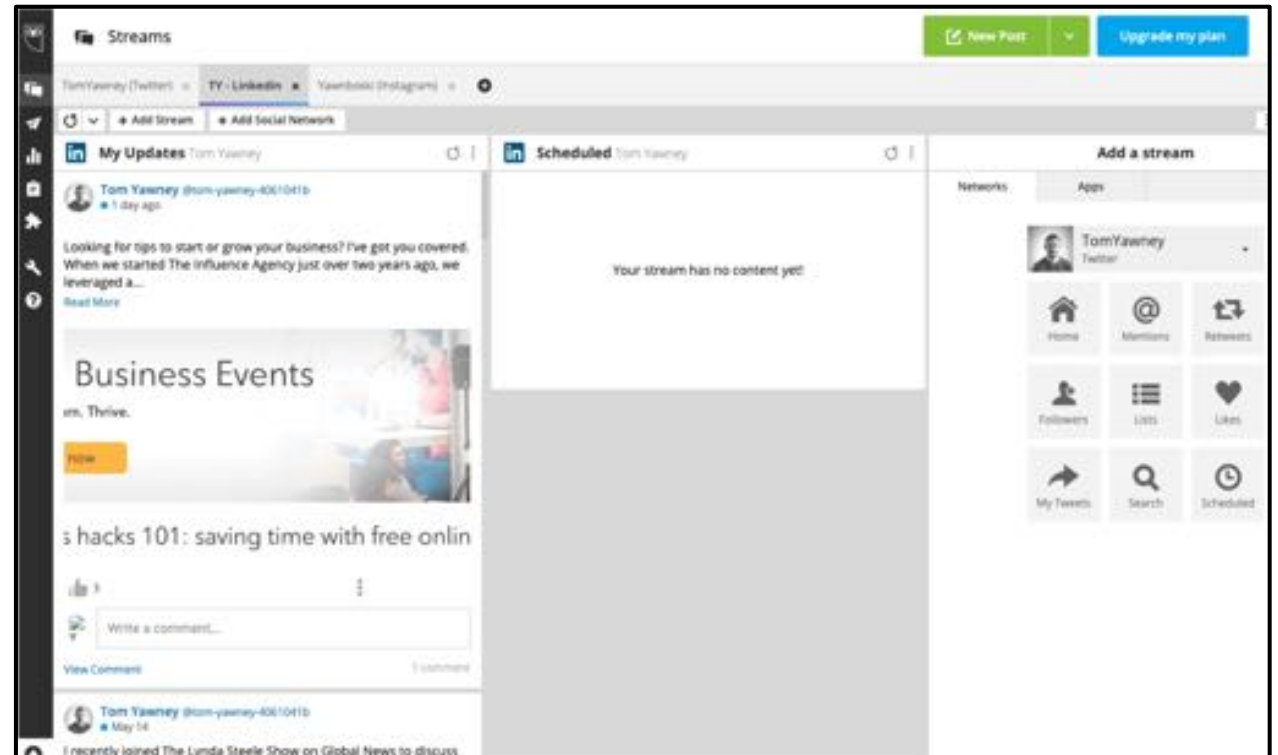
Asana is a free project management tool that allows you to create projects, assign tasks, track progress, and manage company-wide workflow!



HOOTSUITE

Manage your social profiles, follow hashtags, schedule posts, engage with user people.

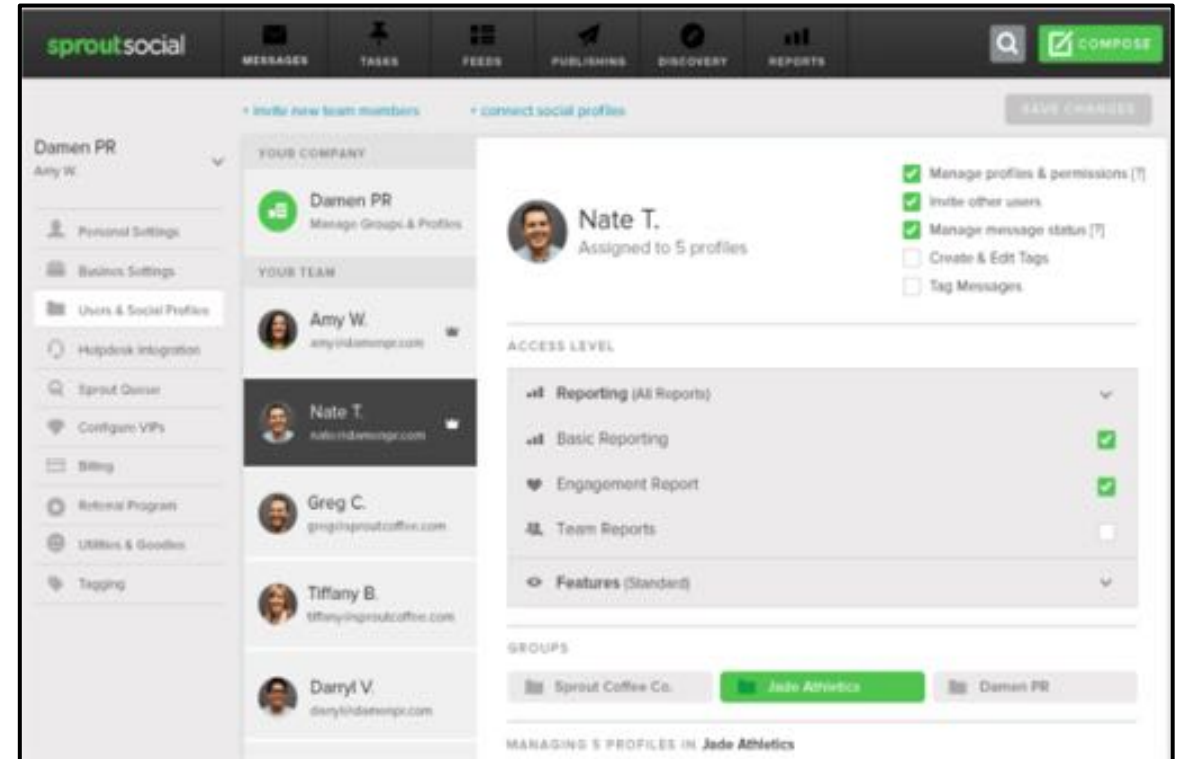
It's all available and free!



SPROUT SOCIAL

Similar scheduling features, but more robust reporting than Hootsuite.

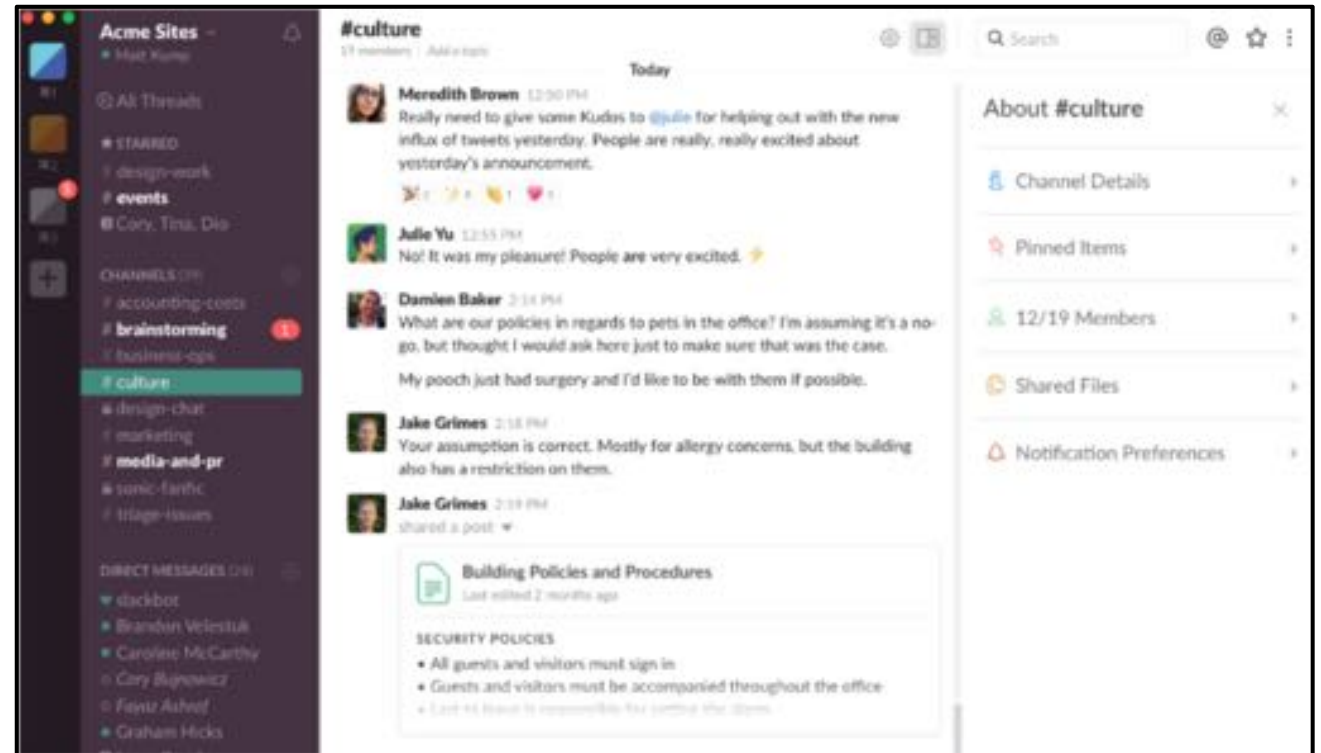
Track Engagement rates, geography, hashtags with most engagement, etc.



Communication

SLACK

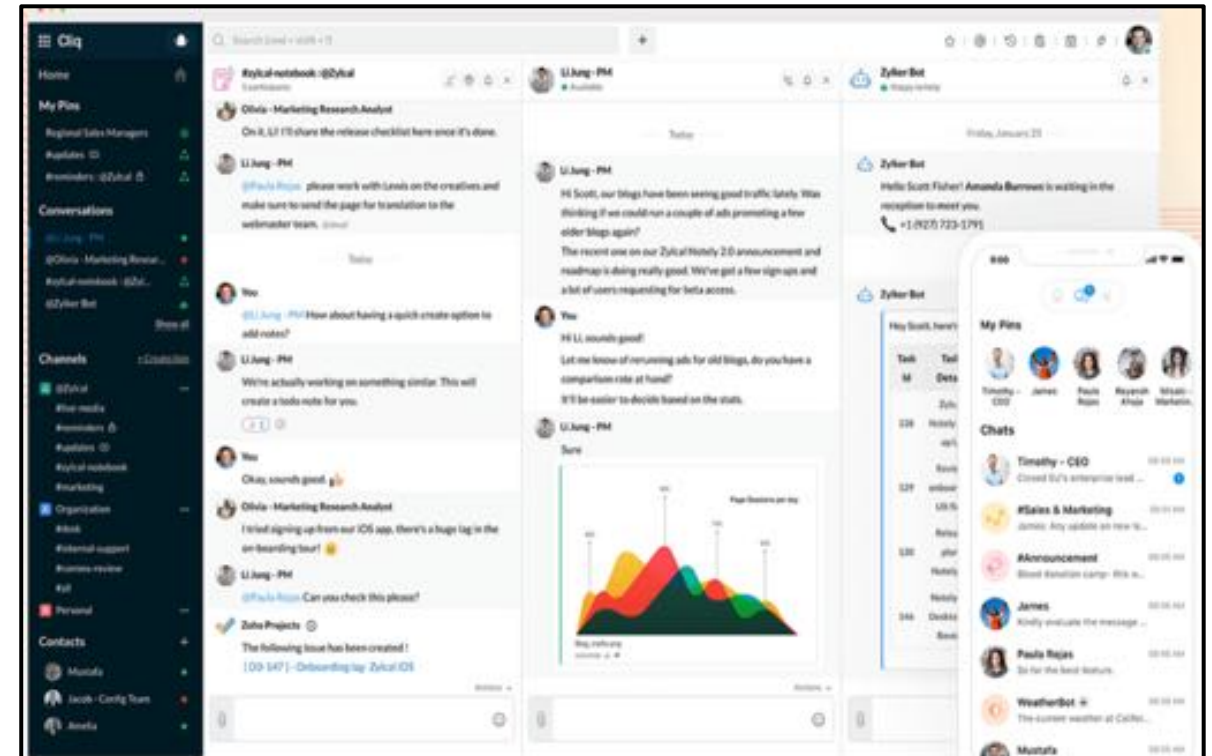
Cloud based collaborative tool that allows you to set up teams, and individual conversations for client work, projects, file sharing, screen sharing, and more!



ZOHO CLIQ

Real-time messaging, task management, unlimited video chat, SSL encryption & privacy.

Also integrates with tools like Mailchimp, Dropbox, Trello, and more!

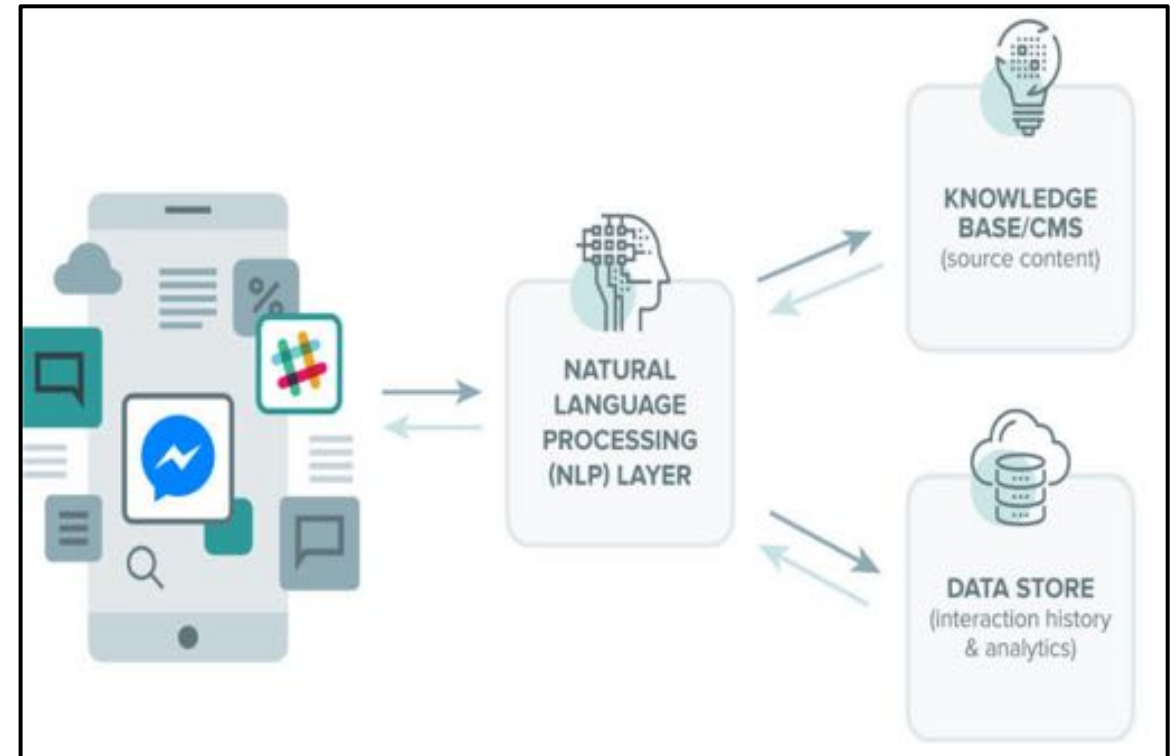


Customer Service

AUTOMATED CHAT BOTS

Chatbots powered by AI can be easily programmed to deal with common questions and concerns on your website - saving a great deal of time.

There are 15+ options available. Simply Google “free chatbots”

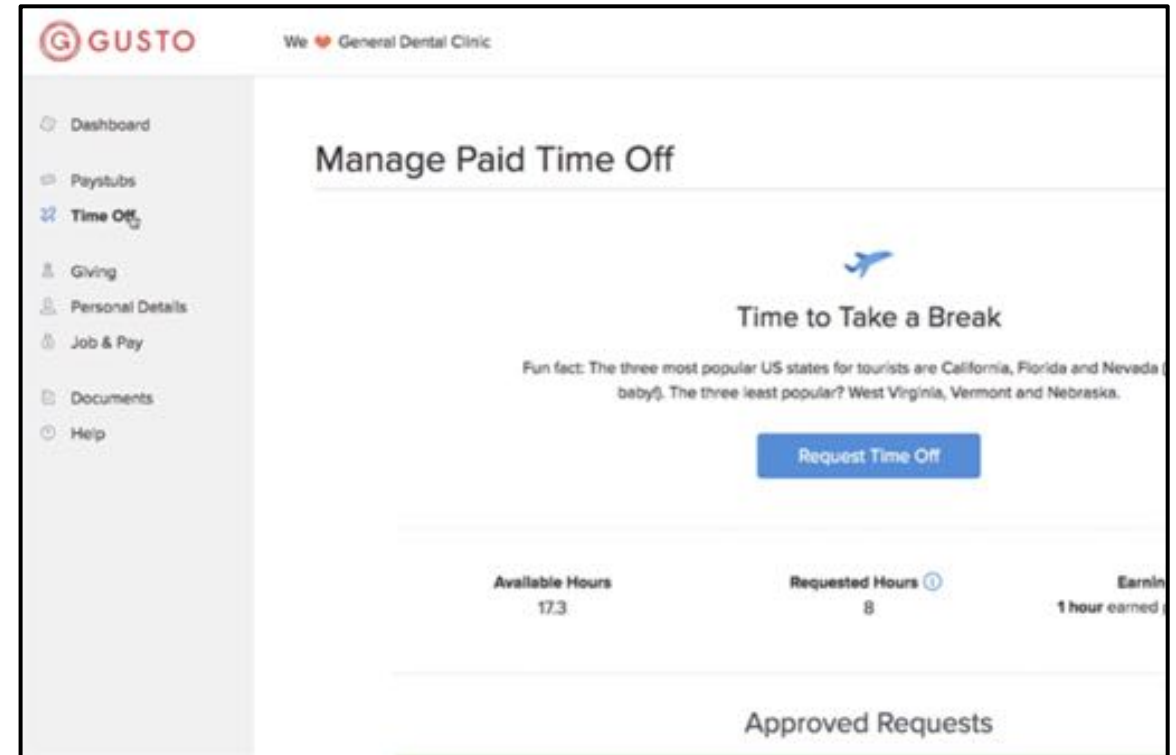


Finances & Accounting

GUSTO

**Paperless system for payroll,
benefits, compliance, time off.**

**HR Basic tools are available
for free where you can use its
features and perform a variety
of processes at a completely
zero cost**





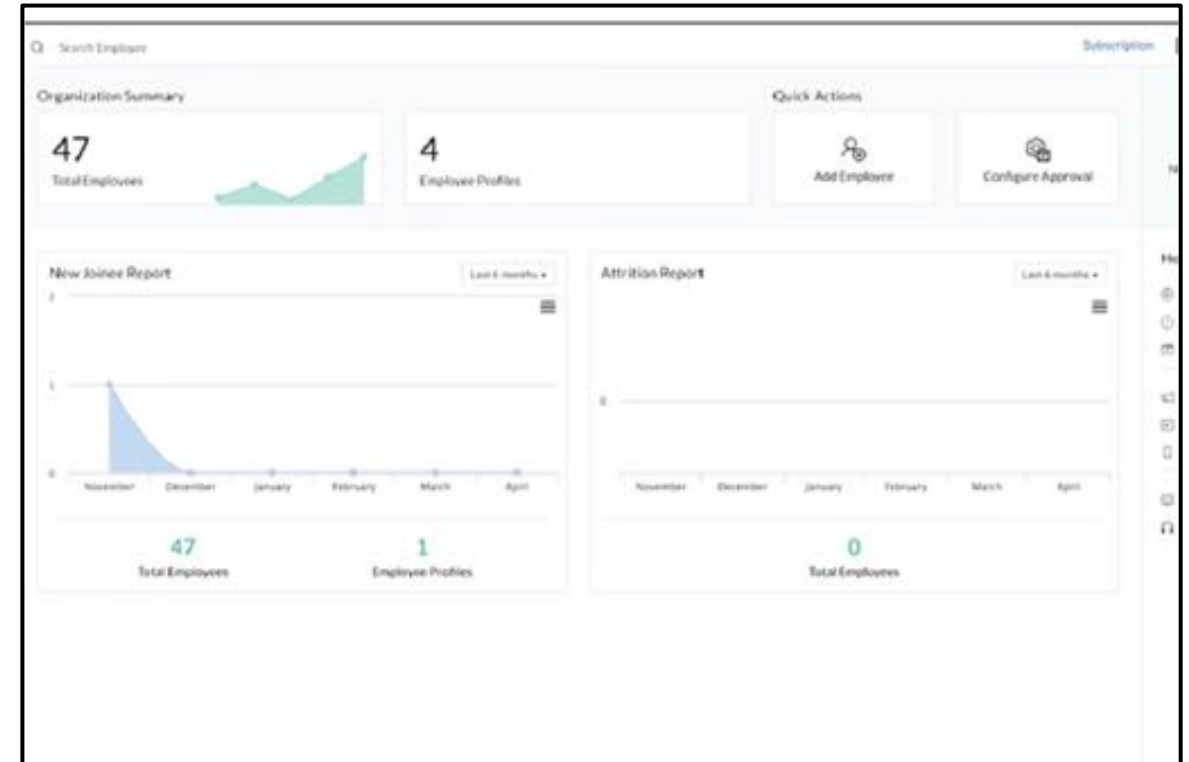
QuickBooks®

HR

ZOHO PEOPLE

HR management tool targeted at SMBs and comes with a free plan.

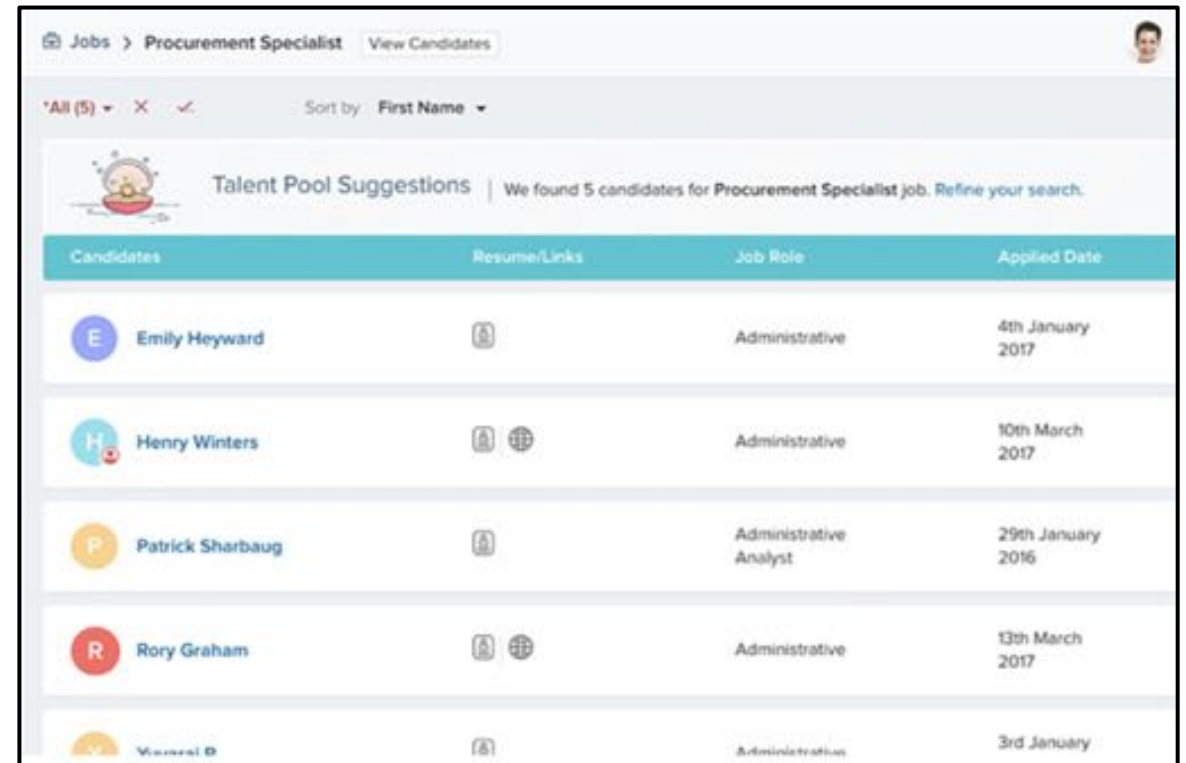
Its free version comes with powerful features that include workforce, time and leave management, all of which can be accessed from a singular console.















FRESH TEAM RECRUITMENT

Free recruitment tool offers up to 5 free job postings, email application management, job posting management, a career site, and more!

The software provides users with control over the hiring process.



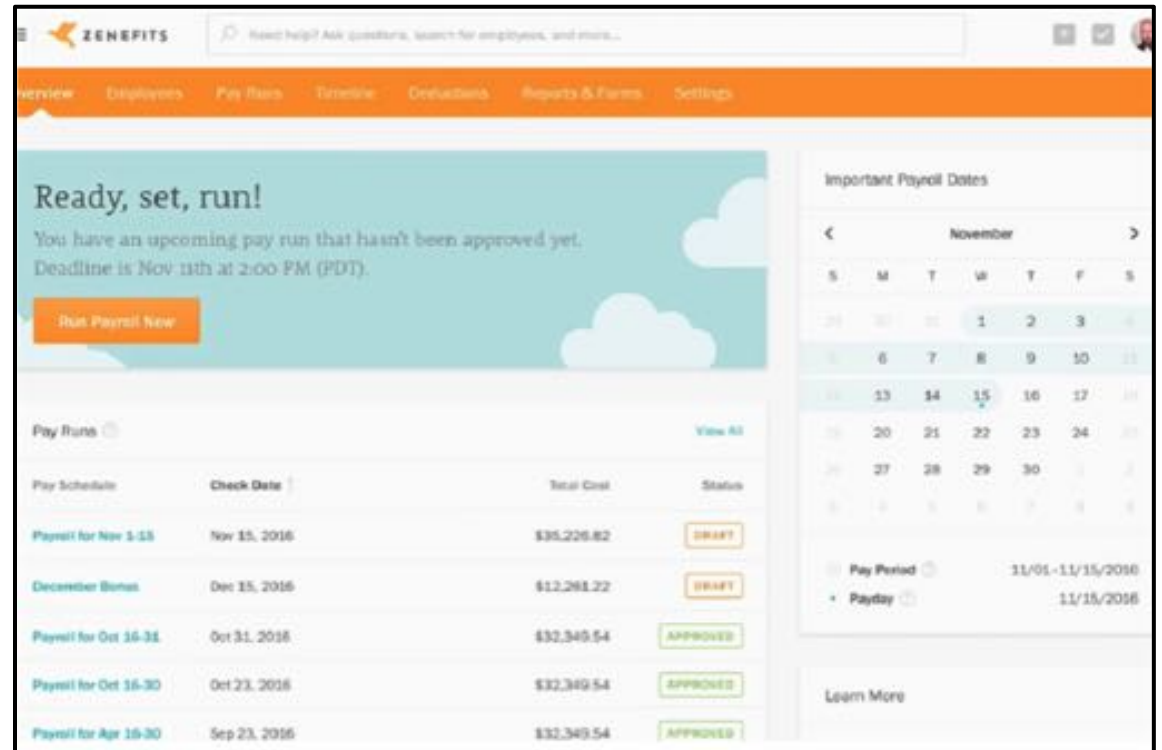
The screenshot displays the 'Jobs > Procurement Specialist' page in the QBCONNECT system. It features a 'View Candidates' button and a 'Sort by: First Name' dropdown. Below the header, a 'Talent Pool Suggestions' section indicates that 5 candidates were found. A table lists these candidates with columns for 'Candidates', 'Resumes/Links', 'Job Role', and 'Applied Date'.

Candidates	Resumes/Links	Job Role	Applied Date
 Emily Heyward		Administrative	4th January 2017
 Henry Winters	 	Administrative	10th March 2017
 Patrick Sharbaug		Administrative Analyst	29th January 2016
 Rory Graham	 	Administrative	13th March 2017
 Michael D		Administration	3rd January

ZENEFITS

**HR management software
designed for SMB's payroll
needs.**

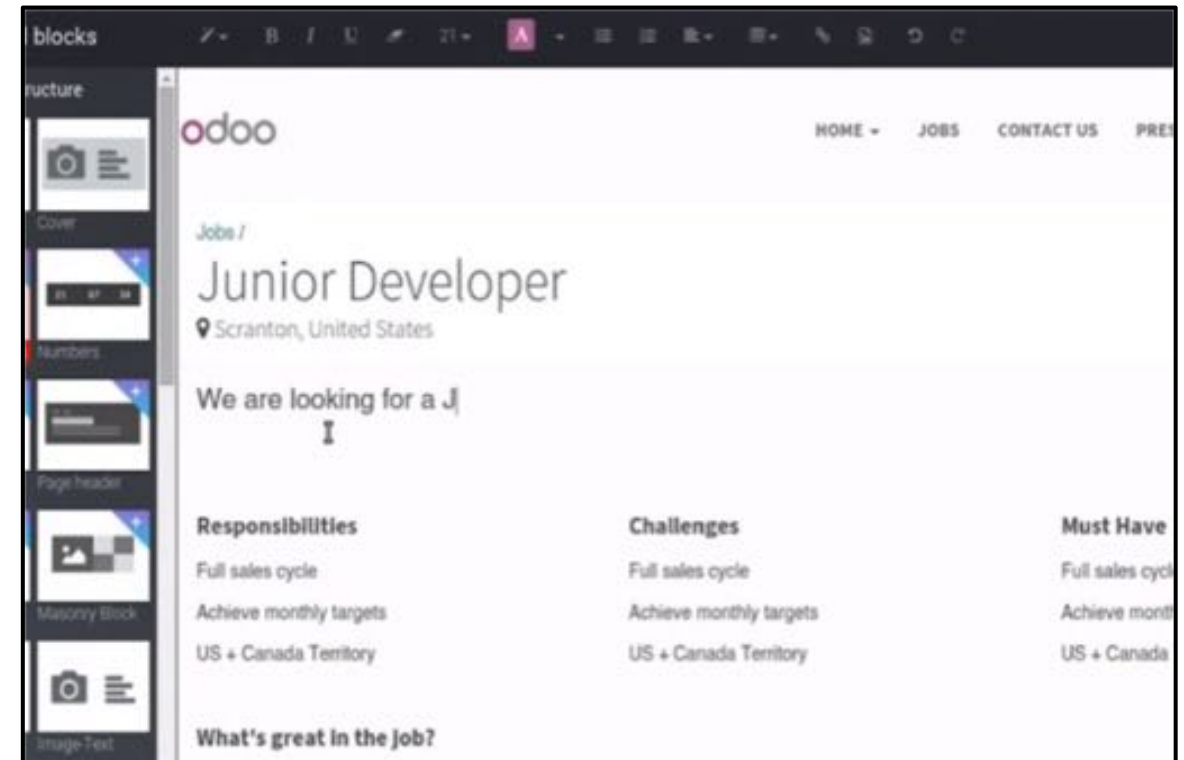
**Payroll management,
employee directory, insurance
benefits management, hiring
and onboarding!**



ODOO

**Time and attendance tracking,
leave management, expense
management, performance
assessment, general
recruitment.**

**Lots of free modules! Over 2
million users.**



PART #4: The Takeaway

TAKEAWAY:

- 1 - Utilize these tools to help automate your business
- 2 - Support solving the problems we reviewed in part #3

PART #5:

Wrap Up + Q&A

(15 mins)

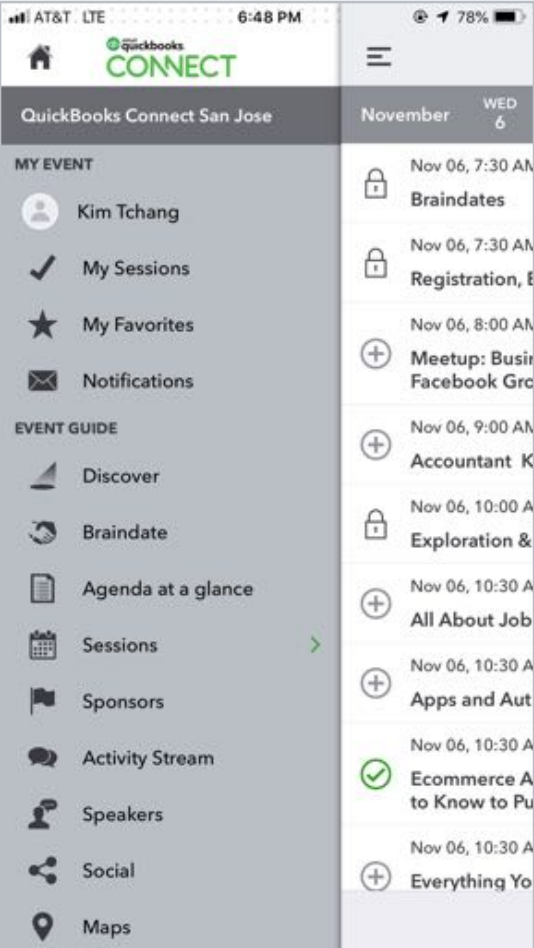


Questions?

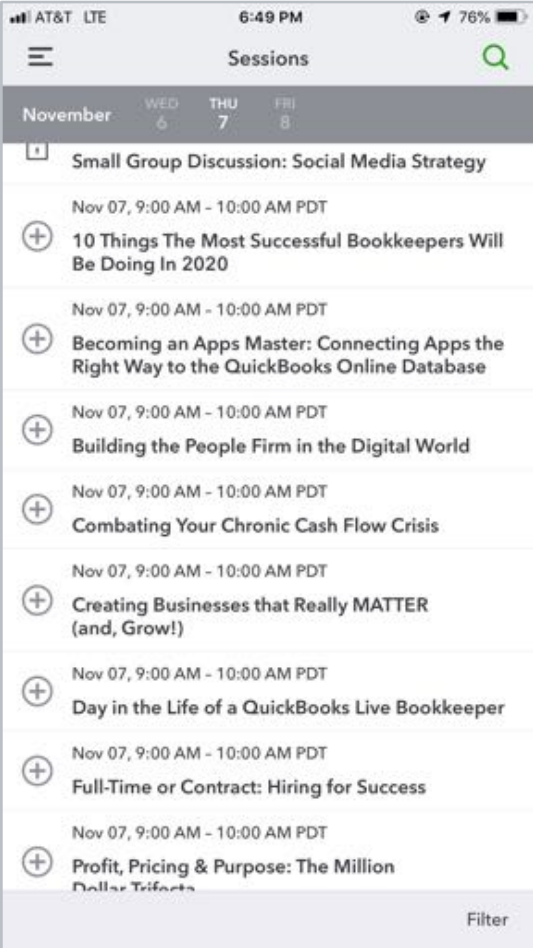
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

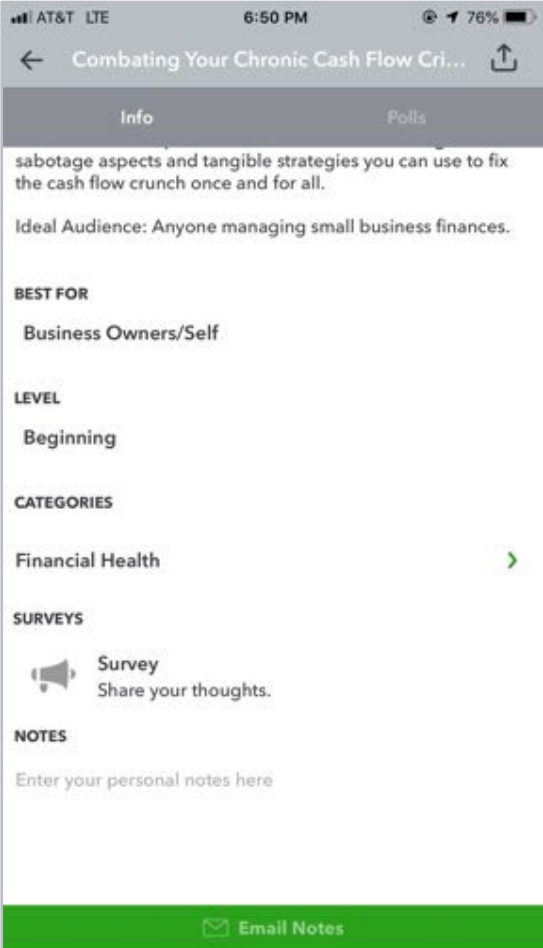
1. Select Sessions



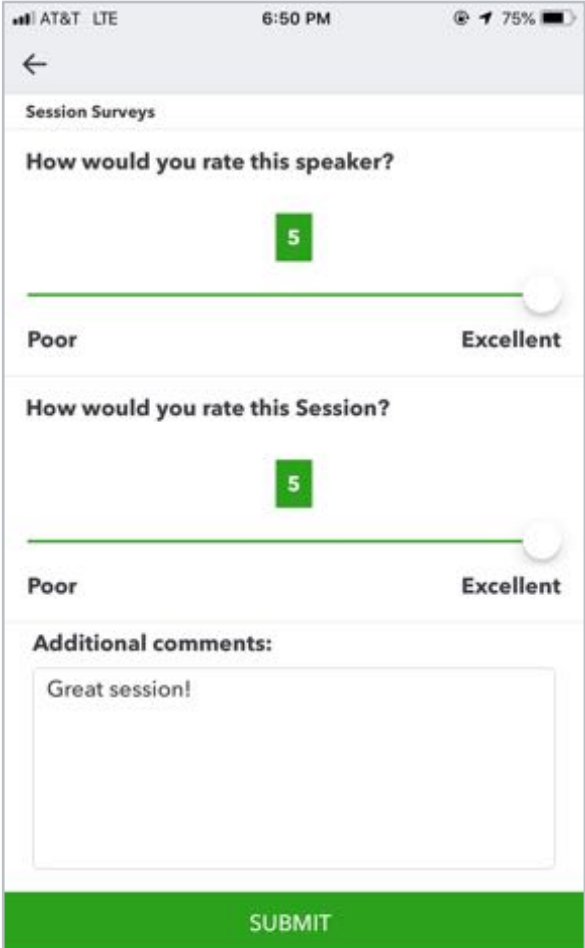
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for December 10. The page has a green header with the QuickBooks logo and navigation links: Why Attend, Agenda (selected), Speakers, Pricing, Sponsors, Travel, and FAQ. Below the header, there are tabs for December 9 (Accountant Day), December 10 (selected), and December 11. A 'Print Agenda' link is in the top right. A paragraph describes breakout sessions. A search bar is labeled 'Search for sessions'. Below it are filter buttons: Organizational Culture, Life & Business Skills, Technology Training, Business Growth, Advisory, and Financial Health, followed by an 'Expand all +' link. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The 'Breakout Sessions' section is expanded, showing details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions listed are 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction'.

QuickBooks
CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9
Accountant Day

December 10

December 11

Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm

Breakout Sessions

Creating Your Small Business Culture

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best For: Business Owners/Self-Employed

Speakers: Tamia Madenitz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



OWN
THE
FUTURE