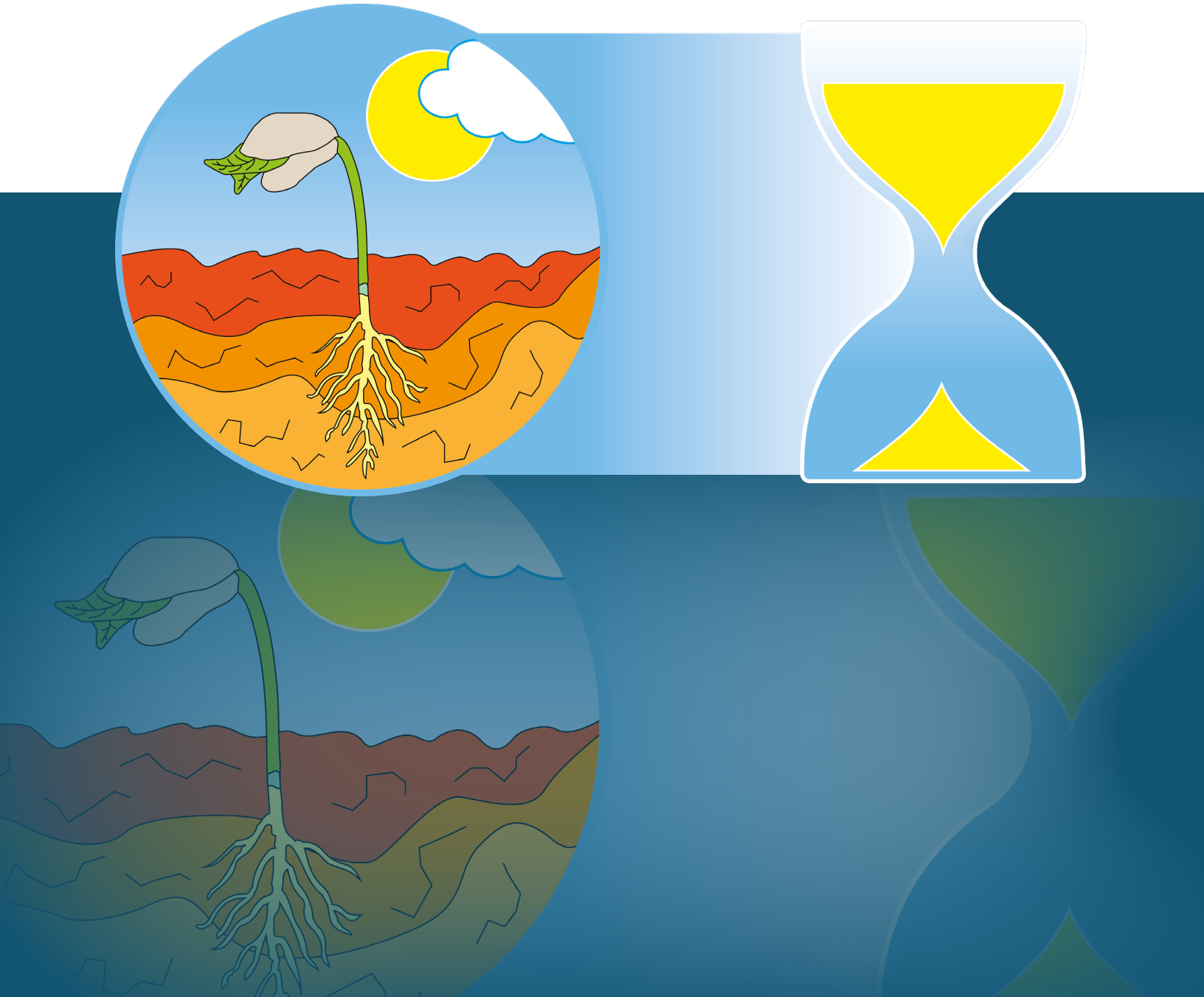
The PREDICTABLE SUCCESS Online Learning Center

Workbook

Optimizing Your Time in Fun



This is the workbook for the Predictable Success Course *Optimizing Your Time in Fun*. Complete the following to develop a deeper understanding of how to recognize that you're in Fun, make the most of your time there, and determine your next move.

Objectives

1) Identify your lifecycle stage
   a. Complete a diagnostic assessment

2) Optimize your time in Fun
   a. Evaluate your business activities
   b. Evaluate your team's leadership styles

Activity I: Am I In Fun?

1) Place a checkmark beside the qualities you believe you and/or your business possesses.

- ☐ Market has been found
- ☐ Mining the market
- ☐ Business is profitable
- ☐ Business is growing
- ☐ You enjoy your work
- ☐ Low-hanging fruit is being taken advantage of
- ☐ Business is flexible
- ☐ Business is nimble
- ☐ Systems and processes are minimized
- ☐ Deliver consistent quality

If you selected most or all of the above, you're likely in Fun! Keep going to optimize your time here.

Activity II: Optimizing Your Time in Fun

1) Which of the following business activities do you engage in? Select as many as apply.

Column A

- ☐ Money, time, and resources are invested with care
- ☐ Focused on your existing market
- ☐ One Visionary works with an Operator (or multiple) to grow the business
- ☐ Ruthless profitability management
- ☐ Cash flow projections include exclusively real income
- ☐ Minimal systems and processes
- ☐ Big Dog Operators are on-board

Column B

- ☐ Money, time, and resources are invested as needed without careful consideration
- ☐ Additional markets are being explored
- ☐ One Visionary/Operator switches between these roles
- ☐ Lack of careful management of finances
- ☐ Cash flow projections include 'presumed' income
- ☐ Non-essential systems and processes
- ☐ Lack of Operator leadership

a) Review your selections from **Column A**. These are considered ideal activities to optimize your time in Fun.
What items have you not checked off?
How can you implement these?

Reflect:

b) Review your selections from **Column B**. These are considered non-ideal activities to optimize your time in Fun.
What items have you not checked off?
How can you implement these?

Reflect:

2) Evaluate the leadership styles of your team below:

NAME	OPERATOR (Y/N)	VISIONARY (Y/N)	ROLE
Jane Doe	*Y*	*Y*	*Founder/CEO*

a) Consider below whether the leadership styles of your team are appropriate for their role in this stage (Fun) of your business.
Reflect:
What could be improved about your team's composition?
What needs to change to optimize your time in Fun?

Reflect:

Notes:

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Meet Your Course Leader, **Les McKeown**

Les McKeown is the Founder and CEO of Predictable Success.

Les first began to recognize recurring growth patterns early in his career as a serial entrepreneur. In addition to being involved in the launch of more than 40 companies before he was 35, he was at the same time a founding elder in a fast-growing church, while serving on the board of a number of charities and not-for-profits.

Les used the experience he gained during that time to co-found one of the first business incubators in the world, which he and his then business partner developed over a decade into a multi-national consulting company that advised on the creation and growth of hundreds of organizations worldwide.

Struck by the similarity of issues faced by all successful new ventures, Les began to codify his understanding of the repeating patterns of growth, publishing his Wall Street Journal and USA Today bestseller "*Predictable Success: Getting Your Organization On the Growth Track - and Keeping It There*" in 2010, followed in 2012 by "*The Synergist: How to Lead Your Team to Predictable Success*".

Les is a trusted advisor to fast-growth SMEs and thriving not-for-profits as well as Fortune 500 companies and a number of the largest government agencies in the world.

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