

B U S I N E S S F R E E D O M 365

Month Six, Week One:
Communication

Topic

Value Chains

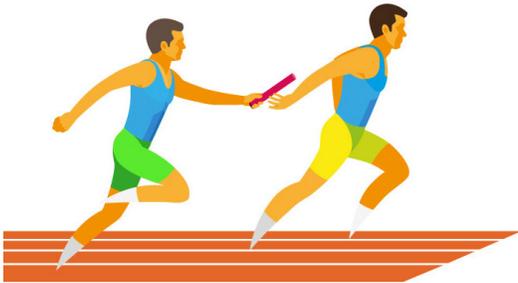
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Value Chains

This week we're going to talk about value chains, which are process that are happening in your business that involve more than one person.

The best metaphor for this is a relay race. We use the term "relay both in terms of relaying a message and in running a relay race.

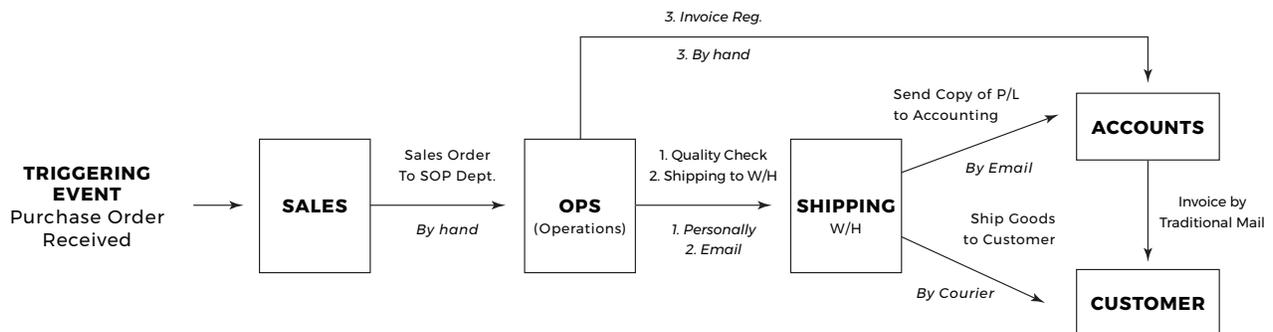


Dropping the "baton" is what causes a huge amount of the headaches and stress that is experienced in business, we end up spending more of our time are fighting fires and reacting to things.

When we can really figure out how our value chains work, tighten them up, shorten them and then we can create a circumstance where we can simply **TRUST** that our business can do things consistently and at a high quality level.

SO, WHAT IS EXACTLY IS A VALUE CHAIN?

Here's an example:



We're going to talk a lot more about value chains, because this entire month is about helping you take a look at the various processes that are going on in your company.

You may not think that you have any processes right now, but you absolutely do, no matter what business you're in, it's just that a lot of them are unconscious, they just happen naturally.

The problem with naturally occurring processes is,

NATURAL PROCESS = INCONSISTENT IN YOU BUSINESS

It's also difficult to bring new people in, expecting to have exactly the same results because your naturally occurring process is not a system.

Value chains are really important because they create a predictable system for creating consistent results.

Regardless of what stage you're at in your business, it's always a good time establish strong, effect value chains. Even if you don't have anything set up, ask yourself this question:

When is the best time to build the foundation for a building?

You lay the foundation first, and this lesson is one of those KEY foundational lessons because when you understand what's happening with value chains, you can change a great deal about your company's consistency and quality standard.



This takes us to the homework for this week:

Step One: Review the example value chains that we've given you below

Step Two: You're going to identify 3 different process, or value chains you have in your business

Step Three: Write down each of them in the 3 flow chart template provided below.

- Identify who is involved; which person or department takes each step.
- What is the action; what is involved in each link. (What is being passed on.)
- How is the action being done; what is the medium of communication or delivery.

This homework will start to give you a visual representation of the ways things happen in your company. You may have to talk to your employees to find out if the processes happen the same each time they happen.

This is really important, because if you find that you're doing something differently every single time, you rob yourself of consistent results.

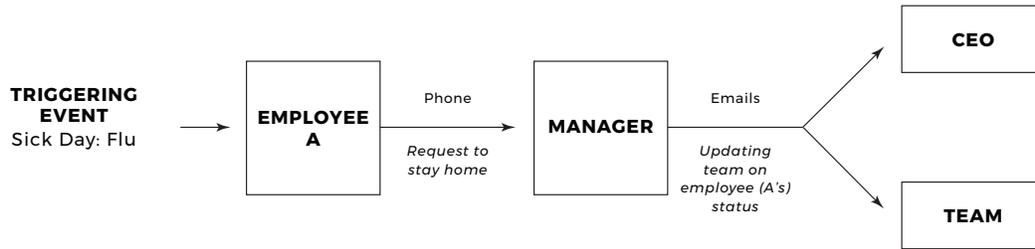
To grow your business,

If You Can't Produce Consistent Results, You Don't Really Have A Business

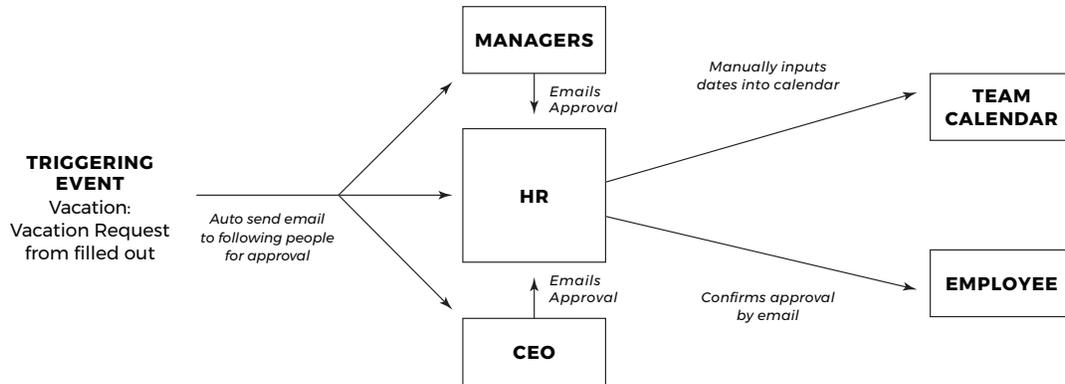
That's more like being self employed than being a real business owner. A business owner doesn't even need to be there because everything is predictable and they know the systems work.

Step Four: Over the next week, pay attention to those value chains and evaluate if they work as effectively as you thought they did.

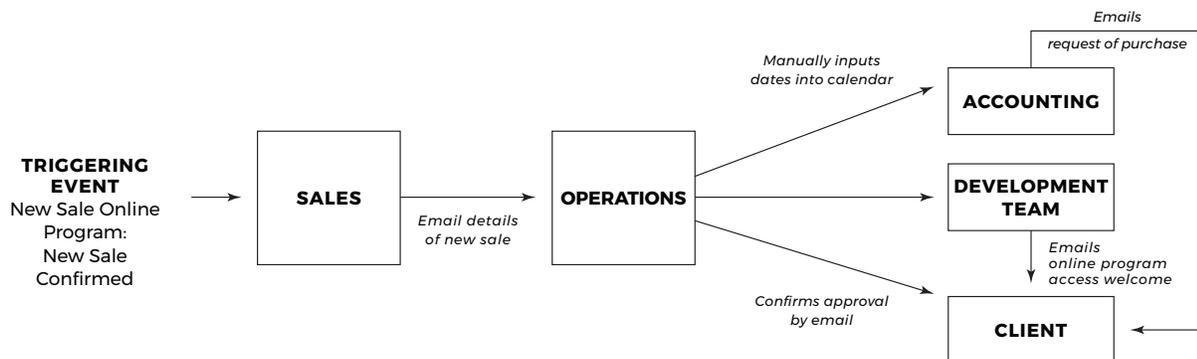
EXAMPLE ONE



EXAMPLE TWO



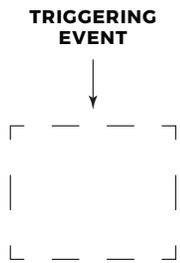
EXAMPLE THREE



TEMPLATE ONE



TEMPLATE TWO



TEMPLATE THREE

