

SAILING THE 7-C'S OF BUSINESS THE JOURNEY

Intro:

Successful marine captains know how to navigate the seas. They understand their ship and its capabilities. They know the seas, the currents and the weather. They are a master of their craft. They use charts and navigation instruments to successfully reach their destination. Navigating your business can be equally challenging, but when equipped with the right charts and tools the journey becomes enjoyable and successful.

Education:

The running of a business is a process...it is definable, repeatable and predictable. It can be mapped out with the same detail as a map used for sailing around the world. Our journey, however, happens to be the shortest and most reliable path from Order-to-Ca\$h. Mastery of this journey positions us to Find the Treasure in our Business. The 7-C's we must successfully navigate are as follows:

- Care
- Customers
- Calls (and Closing)
- Contracts (and Commitments)
- Craft (and Competence)
- Collections (Cash)
- Character (Credible)



Outcomes:

At the end of this workshop, participants will:

1. Be familiar with the process that underlies the business experience of us and our customers ... "Order-to-Cash"
2. Take stock of their current journey
3. Put daily experiences in context of a total system
4. Identify the inputs and outputs of each major step in their system
5. Complete an ORDP (I): Observations, Reflections, Diagnoses, Plans, (Implementation)
6. Be positioned to make course corrections and preparations for success
7. Commit to being more disciplined, systematic and orderly in running their business
8. Be better business people