



Principles For Success



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About the Authors

The idea for this book was planned on one Sunday afternoon when I met my colleague, and friend, Philippe Picard for lunch. Philippe shared with me the success he had with so many companies' in Europe, turning the companies' fortunes around, and setting them up for long-term success. I was curious and fascinated about this so we discussed the seven principles for success, and this is what came to fruition.



Noa Schecter has spent most of her life helping others, both personally and professionally. As a certified iPEC Coach and NLP Master Practitioner Noa coaches and mentors adolescents, teens, and adults. She helps them find the solutions they need to live a more prosperous life. Noa has been living in the Los Angeles area for the last twenty years, where she currently teaches foreign language at a local private high school."

Along with teaching languages, Noa runs a Leadership and Business Ethics program where the students attain leadership, communication, and social skills. Students use the skills learned in Noa's program throughout their careers, while obtaining the confidence to reach their goals and to be successful in their chosen fields and in achieving their purpose in life. Noa also works with a group of students in her Advisory class to develop critical thinking and communication skills. "Change your thoughts, change your life" is her motto. She strongly believes in "Empowering human relationships through communications."



Philippe Picard, former banker, is now a business management consultant, trainer and BNI Regional Director.

Philippe Picard has 25 years of experience in the monitoring and support of business leaders, from small businesses of \$80,000 to larger companies of \$45 million. He helps clients develop a structured way for sustainable growth,

With a strong awareness and emphasis on profitability. Practical tools, dashboards, operational and strategic training bring his customers the wherewithal to embark on significant and lasting ways of doing business.

Currently, Philippe Picard follows and trains a community of 500 companies in France, who have developed additional sales of €11 million in 2015.

Focus on Your Expert Activity

Everybody has plenty of ideas and wants to do everything. Do you tend to spread yourself too thin? In one word, it is a mistake. In any business that you start it is best that at first you focus on one thing before branching out.

Apple Inc. doesn't sell food. When Apple's founders started out they started with just one computer. Or a prototype. So people need to define first what is the nature of the business, what it is that they want to create, and master it! When you go to a doctor you go to a specialist! Or when you go to an attorney each attorney has a specialty. When you begin to recognize the powerful effects of a laser-like focus it makes all the difference between being mediocre and gaining expertise in your field, as now you can act on your strengths and harness these to the fullest extent.

In a competitive market you have only a select few fields where you are truly an expert. You can make a difference, and be the difference, in those fields. You can be an innovator, push the envelope, set new standards.

Those core activities are your job, your expertise. These activities are at the heart of what you do, and it is with these core activities that you'll build your company.



Principle Two

Don't Work Alone. Delegate and Hire a Team

Because everything is so accessible, and because we have so much knowledge from the Internet, people tend to do DIY instead of hiring professionals. And as people try to save money, and do it themselves, it is often counterproductive.

Experts spend many years perfecting their craft. There is a tremendous value in what they do and in what they can accomplish, so keep in mind that in the long run it may cost you more money, more aggravation, more time, or possibly get you into a pickle, such as being sued, if you don't make use of experts' assistance. Know the value of hiring the right professionals when starting a business.

Many fields of occupation and recreation have advisory notices to this effect: Don't hike alone; Don't dive alone; Don't weight lift alone; usually with an understanding that a person is better off working with a partner, or a guide, or a professional to leverage individual strengths and compensate for blind spots. Business is no different. Things that you don't know how to do can be delegated to others, and it is best to invest in hiring the right people who provide the right services for the business. In the long run establishing a sustainable business requires getting the right help in order to lift the business off the ground. This concept is true whether you expect to build a company with 200 employees or whether you are a solopreneur. You can't work alone.



You need to lead the orchestra, not to be each musician. Only then can you truly work in concert.

Perhaps you are the best there is in leading a marketing campaign, or you excel in management. Are you a financial guru? A media wiz?

List your domains/fields of expertise and hire some other qualified persons for the remaining domains, according to your needs. Don't work alone! Collaborate and/or Create your team.

Verify Your Market Exists

The fact that you love your product and that you're very excited about the product's inherent potential, does not mean that people will buy or use it. It seems obvious. In fact it's so obvious that it should come as no surprise that too many companies begin with a genius idea without ever achieving success.

**IT MAY BE A
GOOD IDEA,
BUT IS THERE A
MARKET FOR
THIS IDEA?**

WHY? Their idea is good. But is there a market for this idea?

Even if the idea is good, there are a few things to consider before you even start the company. Does your product already exist? What are the pros and cons of the product? Are there other products that serve a similar function or purpose as that of your product? Does your product improve on the functions of those other products? Why would people want to buy it? Is there a need for it?

Perhaps your idea already became a product, maybe even protected by a trademark. Perhaps your idea is too far advanced for the times. For example, consider the impossibility of inventing the airplane before inventing the car, in fully functional terms. It takes time for products to become fully functional. How do you invent the need for what you are about to market? How will you create a willing market for your product? Maybe you need to change people's way of thinking, or find different approaches to encourage consumer behavior that is congruent with your product.

Did you take it into consideration that your idea may possibly not interest anybody? Or maybe your business draws the interests of a group of consumers from a wide spectrum of demographics, yet what you offer is still not readily available in all of those target markets, and is not found across many commercial platforms. How can you enter those remote markets? Can you push your product into as many commercial platforms as is possible? It's crucial that you ask yourself these questions. You must know that! Test, experiment, do market research. After that process of research and inquiry you will decide about your strategy.

Start With "Why"



YOU THINK TO YOURSELF:

Why don't you, the author, start with this Why question as the first principle?

THE ANSWER:

*Because if you don't pass the first 3 steps,
no matter how well you do with the question of Why, it's over!*

Why starting with Why is a crucial proposition? People tend to forget to ask the question of Why in many areas of life, in business and in relationships alike. Why are you out there doing what you do? It is not about the money. There are some deeper reasons. Find them, so that you can adapt your communications about your brand with your Why.

Why?

KNOWING THE WHY

This is the only way to have long-term growth, and a full capacity to innovate. People don't buy what you produce, they buy why you do it.

Our desire to belong to something bigger than ourselves, to share the same beliefs, is something very deep, very strong.

Companies which base their structure, products and communication on a very clear and sincere Why are sure to find many customers. And more than customers, people will become fans and they spread the word out for you, they become your biggest advocates.

Starting with Why is your way of ensuring that you both verbalize and remind yourself why you're in it in the first place.

When asking the question Why three times you begin to clarify the purpose for which you are in business. You have to ask yourself the question of Why many times over because there is a deeper meaning and a higher purpose to what you're doing. You should strive to get past the superficialities and reach deeper understandings about your Why.

How about the example that is being set by Apple Inc.? Why Apple? What does Apple bring to the table? Apple is all about the clients, the customers, and in other words Apple promotes a consumer culture that is about Apple users who are also Apple enthusiasts. Apple's mission is a user-friendly computer operating system. Apple's Why can be directly linked to their products. You too should start with your Why, and see it through from conception to creation.

Find the Money

Money, money, always money... It is a tool not a goal! But you need some money, enough to get started, and to keep you going.

Too many people, and companies, fail because they did not correctly anticipate their monetary needs. They think day to day and they fail to think and plan for the next day, and for the day after that, then for the week, the month, the year, and ultimately for the next five to ten years. In your own personal approach of finding the business plan that's right for you and your business keep in mind the five to ten years long-term business plan because people, like you, can start a company that is founded on a great idea and they don't take into consideration the capital that is involved, and they run out of money, and the idea, no matter how great, fails. You can't go to the next level if the company fails, regardless of how great your company is, and how great the idea is. This goes back to the idea of strategic planning. Use all the tools at your disposal to chart a course for the long-term.

When you begin you often need a little money. Then you grow your business and you need more and more money. Then there are more financial demands and expenses.

That is to say that at the beginning you must plan for how much money you need so that you can ask for money. Don't be shy about it, it's your business! With a plan you can position yourself for success. If you don't need money, bankers will give you some.



If you are desperate, even \$1 will be too much for them.

Write Your Process

Work the system so that the system works for you.

WHEN WRITING YOUR CORE PROCESS YOU SHOULD ASK YOURSELF THESE 10 QUESTIONS:

1. *Is it really necessary to do that action?*
2. *Does it take me toward, or away, from my goal?*
3. *Is it really necessary to do it myself?*
4. *What can I delegate and to whom?*
5. *What can I eliminate?*
6. *Who is on my team?*
7. *Can I create a system that can be automatized?*
8. *What is my plan B?*
9. *How much time do I need?*
10. *Does this fit into my Why?*

It is important to put everything in writing:

your goals, your ideas, the business plan. Then focus your efforts on sustaining writing your process. The fact that you are writing the process at the beginning doesn't mean that you can't add to it and improve on it as you go. But you start with something, with daily tasks, and weekly tasks, your six to ten core processes, the nitty-gritty, the processes that are to keep your business running. As you write, you make some progress with daily tasks.



Measure and Follow Up

As you progress, there will always be a need for more reflection. Whether it be daily, monthly, or yearly. Reflecting, Rechecking, and Retesting your ideas is always a good habit to get into.



Seneca, the Italian philosopher, taught us that "When a man does not know what harbor he is making for, no wind is the right wind."

Utilizing newer technologies, updating software and hardware, getting current and up to date. Maybe you are at a point where you need to grow the company and take it to the next level. You may need to change your business plans or adjust your goals accordingly, so the reflection will always help you with what works and with what can still be improved. Some ideas may not work as well as anticipated at first; a team member who was a big part of the start up is not there any longer; technology that previously was not available is now commonplace; all of these, and more, are good reasons to keep revisiting your plan and measure your progress, so continue with reflection and with

following up on your current and projected performance. If it doesn't work out, let go and find some other ways instead. Reflection is crucial!

Keep remembering, data doesn't lie! If you have some factual data, you can follow up on your goals in a concrete way. Crunching the numbers, so to speak, gives you an approximate picture of where you are in your project in relation to your projected plan. When you work with your data it is down to facts, cold hard facts, and the data allows for a clear representation of where you are financially. That's why you keep measuring your goals against your performance thus far, which may help you prepare for how you want to perform in the future. It's important to remember, and it bears repeating, that it is not about the money. There are some deeper reasons to why you're doing what you're doing.



While having goals helps you measure your achievements: having goals is the springboard to measuring the performance of your business.

Follow up on your goals with key indicators, measurements, dashboards, data, and other tools. The way you do business is directly related to how you measure success.

Identify the most important goals. Create a dashboard and do a follow-up using your findings. Share your findings with your team, so that they are part of the problem-solving as well as part of the success. This is their company too. Engage your team and your company in the follow-up process and in the measuring of success. Work with your team, listen to them, be transparent with your decision-making, and promote pro-activeness within the team.

By following up and measuring the soundness of your company you are also getting into the healthy habit of being proactive. In business and in life, not reacting to situations

Is the better option if you can think ahead, and being proactive rather than reactive can benefit you greatly...It never means a whole lot to tell someone "you're going to crash into a wall" if that person ends up crashing into the wall. It's much, much better to tell someone "hey, brake", or "turn left", this way you end up providing more guidance, and in a business sense giving guidance can be a blessing. No matter what your leadership level is when you start out, you are responsible for steering your company in the right direction. How about instead of hitting a wall you can still maneuver and avoid the danger. Or better yet, how about removing as many obstacles as possible by making use of these seven principles for establishing a sustainable business.



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Summary

In a few words, after my discussion with Philippe, in order to build a sustainable and successful company you must first focus on the one thing that you can do best, your expert product that is going to be in line with the real market. Knowing your Why is something that needs to be discussed with your team, and integrated it into your company's mission and goals. With the right team and a long-term money plan, you now move to write the core process and establishing main goals. That goes hand in hand with the growth process that you experience with your team. Measuring and following up on your activities should be a constant and an ongoing priority to keep the company and the team as close as possible to the company's mission and goals. These seven steps are the basic formula that many companies have been using, and these principles can be translated into success for you too.

Our desire to belong to something bigger than ourselves, to share the same beliefs, is something very deep, very strong.