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**FOCAL  
POINT**

# The 4 Critical Areas of Business.

Time, Team, Money, and Future.



*Focal Point Coaching*

## What did you want when you started your business?

Chances are if you are like most people it would have included some of the following concepts...

- Working Fewer Hours
- Having More Time For Vacations
- Earning More Money
- Creating More Lasting Wealth
- Surrounding Yourself With An Incredible Team
- Doing More Of What You Love
- Being The One In Control

If you also happen to be like most people, chances are your current reality doesn't quite reflect the visions you once had.

Most business owners we meet put in the most hours each week are last to get paid, deal with the most stress, and spend their days reacting to everything around them.

There's always something keeping you up at night, right?

There's always that little voice of uncertainty filling your head in the few quiet moments you have to yourself. You wouldn't be the first business owner to really question if it's all worth it.

The answer is YES!!! It is absolutely all worth it.

**But it doesn't have to be this way.**

You can work fewer hours, earn more money, have a great team, and create substantial amounts of net wealth.

The following pages show you exactly how you can gain clarity and take control over the four critical elements of successful businesses.





## Time, Team, Money, and Future

The basic premise is “We work with business owners on things like time, team, money, and future planning to help eliminate the uncertainty, frustration, and stress of business ownership.”

### Time

Lack of clarity is the number one time-waster. Always be asking, “What am I trying to do? How am I trying to do it?”

The greatest single problem that business people have today is “time poverty.” They have too much to do and too little time to do it. Most people feel overwhelmed with responsibilities and activities, and the harder they work, the further behind they feel.

Instead of clearly deciding what you want to do, you continually react to what is happening around you. Pretty soon, you lose all sense of control.

Time is your most precious resource. It is the most valuable thing you have. It is perishable, it is irreplaceable and it cannot be saved. It can only be reallocated from activities of lower value to activities of higher value. All work requires time. The very act of taking a moment to think about your time before you spend it will begin to improve your time management and increase your activity immediately.

Time management is the core skill upon which everything else in life depends.

### Team

Empowering people is the key to building a high-performance team. Once you empower people by learning how to motivate and inspire them, they will want to work with you to help you achieve your goals in everything you do.





Your ability to enlist the knowledge, energy, and resources of others, enables you to become a multiplication sign to leverage yourself so that you can accomplish far more than the average person and in a far shorter period of time.

The word empower, means putting power into. And it can also mean, bringing energy out of. So the first step in empowering people is to refrain from doing anything that disempowers them or reduces their energy and enthusiasm for what they are doing.

The simple thing you can do every single day to empower your team and make them feel good about themselves is to help them improve their self-esteem. The deepest need each person has is for a sense of feeling important and valuable. Everything you do in your interactions with them affects their self-esteem in some way. The best way to boost their self-esteem is to give them what you'd like them to give you. Showing outward appreciation is to your team members will go a long way to motivating them and getting them to give the most of themselves.

## Money

One of your major goals in life should be financial independence. You must aim to reach the point where you have enough money so that you never have to worry about money again.

The good news is that financial independence is easier to achieve today than it has ever been before. We live in the richest country at the richest time in all of human history. We are surrounded by more wealth and affluence than ever before. Your goal should be to participate fully in what many people are starting to refer to as the "Golden Age" of mankind.

Money has an energy of its own and it is largely attracted to people who treat it well. Money tends to flow toward those people who can use it in the most productive ways to produce valuable goods and services, and who can invest it to create employment and



opportunities that benefit others. At the same time, money flows away from those who use it poorly, or who spend it in non-productive ways. Your job is to acquire as much money as you honestly can and then to use it to enhance the quality of your life and the lives of those you care about.

## Future

With our aging population, many business owners are approaching retirement age and are looking for ways to lucratively and gracefully exit their businesses. Over 70% of business owners cite their business as their main source of income so it's vital for them to have a plan when it's time for them to move on.

In developing an exit strategy you must identify the core value drivers for your company and rate their impact on the value. Each value driver is broken down into its component parts so you can exactly determine the strengths and weaknesses of each value driver. This will help you zero in on what needs to be improved.

You should note that valuing a business is not an exact science. Even the best appraisers need to make subjective decisions in the valuation process. Consequently, business valuations for the same company can vary from appraiser to appraiser.

In addition, no management team can control every factor that affects a company's success or failure. Outside forces, such as government regulation, local, regional and global economic conditions, global competition, interest rates, labor supply, and tax policy, may all influence the organization's estimated value.

## So, the question you need to ask yourself is...

How can you gain clarity over these four pillars within your business?

With sustained focus and small improvements made over time,



it is possible to build a business that gives you more Time, Money, and Freedom.

The question is how do you do it?

Well, the first thing we'd recommend is hiring a great coach to help you.

See, a great Business Coach helps give you the clarity, the confidence, and the tools you need to take your business to a new level. They can help you understand which pillar to focus on, what changes to make, and keep you focused.

So, is today the day you decide to take your business to the next level?