

A man and a woman are shown from the chest up, looking at a laptop screen. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a yellow top. They are both looking intently at the screen. The background is a soft, out-of-focus indoor setting.

POWER COUPLES
BY DESIGN™

8 STEPS TO A **THRIVING** MARRIAGE & **PROSPEROUS** BUSINESS

Husbands and wives often feel overwhelmed by the pressure of trying to run a successful business while maintaining a happy marriage.

Many of those same couples assume that it's impossible to do both. We say it is possible. Follow the 8 steps on the back page and you will be on your way to building a Thriving Marriage and Prosperous Business.

WE KNOW HOW YOU FEEL BECAUSE WE'VE BEEN THERE, TOO...

If you and your spouse want to:

- Increase your margin of time and money
- Live on the same page as a couple
- Minimize petty arguments
- Resolve any communication issues
- Grow your business without it controlling your life
- Position your bottom line for sustainable profits
- Embrace balance personally and professionally

**THE NEXT
8 STEPS
ARE FOR
YOU!**

8 STEPS TO A THRIVING MARRIAGE & PROSPEROUS BUSINESS

01. KNOW YOURSELF

You're the problem but also the solution.

Conflict is a two way street. It takes two. So, if you really want to know how to resolve it well, you have to understand the role you play in the conflict. You can't change the other person (as I hope you've noticed) but you can change your approach to communicating with your spouse to have better outcomes.

02. GETTING TO THE ROOT

It's your parents fault you irritate your spouse.

Knowing your traits and characteristics like your optimism or pessimism, being an external or internal processor, your desire to budget or spend, the ease in which you praise someone or critique them are traits you typically copy from your parents. Some of these traits rub your spouse the wrong way. Discuss with your spouse ways you can adjust your approach so you can still express yourself without causing conflict.

03. PREVENT AND RESOLVE CONFLICT WELL

Create ground rules that allow you to bring up and discuss issues in a safe environment.

Knowing how to talk to each other, what to say, what not to say, what to do, what not to do that allows you to share any issue and solve any problem without negatively triggering each others emotions.

04. CREATE A UNIFIED VISION

If you want to walk together, you need to know where you're headed.

His dreams should be your dreams and vice versa. Create a vision for the future that allows both to be fulfilled and figure out how to work towards it together.

05. DISCOVER THE OPPORTUNITIES

Identify the many small areas of improvement in the business for big results.

Conduct a full assessment of your business to discover inefficiencies in marketing, finance, operations and leadership. Collectively, even small improvements in each area can yield significant results.

06. IDENTIFY YOUR GAPS

"The buck stops here!"

Most likely you, the business owner, are "doing it all" and maintaining too much control. This means everything has to go through you and creates a backlog. Develop a plan of action to delegate tasks to someone else (human capital) or something else (Equipment or other software solutions) that frees you up to work on the business as opposed to in it.

07. GET THE RIGHT PEOPLE IN THE RIGHT SEATS

Are your people working well independently and as a team?

Besides you as the owner, it's time to identify the strengths and weaknesses of each staff person (and contractors) to see if you have the right people doing tasks they are best qualified for. Sometimes, shuffling of personnel into the right roles can improve company performance.

08. SIMPLIFY THE PLAN

Focus on priorities.

Create a one page business plan that helps you reach your business goals by focusing on key activities that drives productivity, sales and builds healthy profit margins. Eliminate or minimize other activities that get in the way.