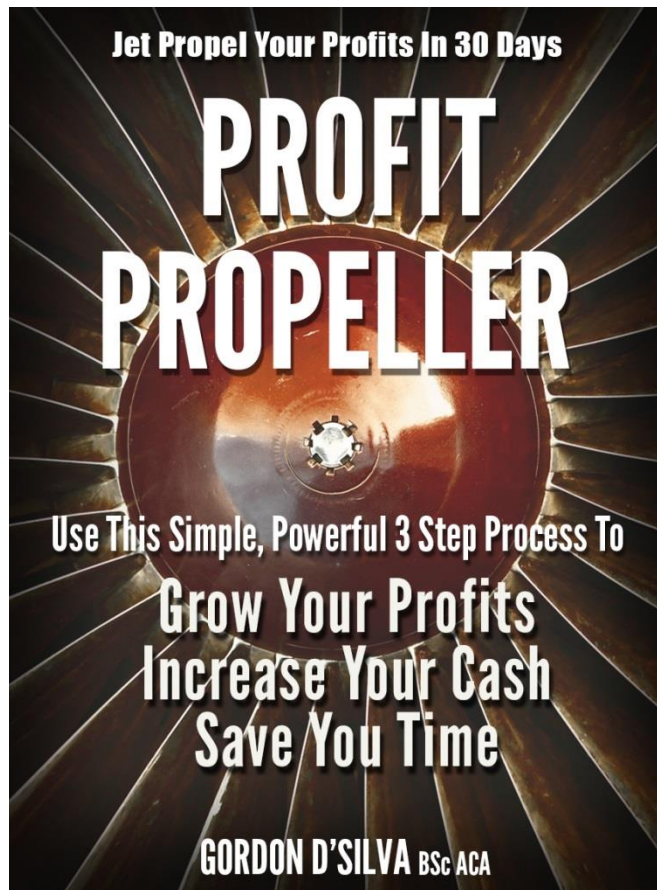


Profit Propeller Workbook

Jet Propel Your Profits in 30 Days



By Gordon D'Silva

The BIG Question



What have you achieved in the last 3 years in your business that makes you so proud with your achievements in that time?

1.
2.
3.
4.
5.

Who have you become in the process?

1.
2.
3.
4.
5.

Dangers to be aware of

Entrepreneur Mindset

What is it for you?

1.
2.
3.

What do you need to do to raise your game?

1.
2.
3.

How would you extract the greatest value from it?

1.
2.
3.

Why did you start in Business?



Why did you start in business?

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When is the last time you considered why you started it?

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What were your intentions?

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What were your motivations?

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How did you think your business would perform?

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What did you think the challenges would be?

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Where did you expect to be this number of years on?

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How much did you think you would earn?

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How much time do you think your business would absorb?

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How much did you think you would enjoy owning and running your business?

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How much time did you think you would have off?

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Are there any other questions, which may be relevant for you?

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Why Businesses Stop Growing



Why you think your business has stopped growing?

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How useful would it be if you could identify the key reasons for this?

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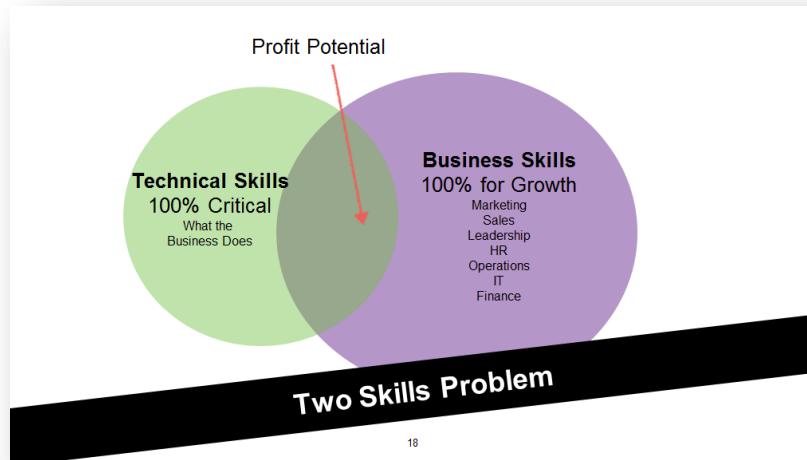
What impact might this have to the control you have over your business?

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How will you feel when you discover that you really have the possibility to grow your business significantly?

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.....

2 Skills Problem



Technical Skills

1.
2.
3.
4.
5.

Business Skills

1.
2.
3.
4.
5.

Squishy Middle



Do you have what it takes?

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Do you want to get there?

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Who will hold you accountable to your course?

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Who will help you acquire the skills to get there?

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Top Performing Mentality

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Top Performing Activity

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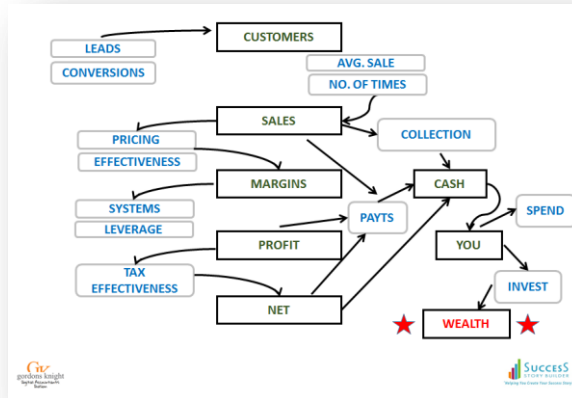
Top Performing Implementation

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Top Performing Result

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Sales, Profit, Cash



How much have you achieved in the last three months?

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How many activities have you embarked on?

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How many sales?

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How many calls?

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How many emails?

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How many letters?

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How many texts?

.....

Do you run your business looking backwards or forwards?

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.....

.....

List the items you use to measure your business performance and progress... Now mark the ones that are lagging with an L, and the ones that are predictive with a P.

1. (P/L)
2. (P/L)
3. (P/L)
4. (P/L)
5. (P/L)
6. (P/L)
7. (P/L)
8. (P/L)
9. (P/L)
- 10..... (P/L)

What do you think would be the impact on your thinking, and your business, if you incorporated between one and three predictive indicators in your business, and monitor them monthly?

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What would be the impact if you track the trend of 3 to 6 lagging predictive indicators, to make sure that you had your finger on the pulse of the trend of the market and of your business performance?

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How long have you known about these items, and not implemented them in your business?

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How long will it be before you make a decision to implement them today?

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How much would that be worth your business over (say) 12 months or three years?

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How much control would you have over your business once implemented, and how would that make you feel?

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.....

Who will you get help from?

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.....

Who will hold you accountable?

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.....

Glass Ceiling



Are you in the comfort zone?

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Where are you right now along this path?

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Where do you want to be?

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What are you willing to do to get there?

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.....

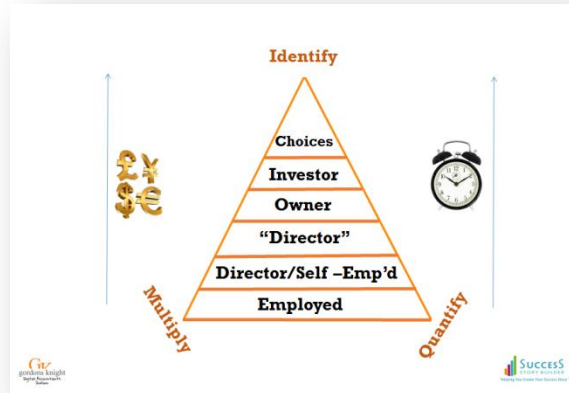
Who will help you?

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Who will hold you accountable?

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Business Success Model



Can you tell which level you are at right now?

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Can you see how rising up the levels will help you earn more money?

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Can you see how rising up the levels will give you more free time, less stress and more choice?

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What would it mean to you, and your lifestyle, if you were able to rise to the next level from where you are right now?

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What would it mean to those around you, including your team and your family?

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How would you feel having got there?

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What would be the ultimate impact on your future?

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Progress is Inevitable.

Do you have control of your business? Do you really have control of your business?

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Do you have the freedom to choose how you spend your time?

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Do you have sufficient money to make choices, or is the money all spent each month?

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Do you have the time to enjoy your hard-earned results, or do you have to work hard again the next day?

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Are you self-employed or a proper director, an owner or an investor?

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Do you still aspire to having success and control?

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Are you making great progress?

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IQM – The “Failsafe” 3 Step Process

The Identify Process

Your understanding of the process:

Vision - 3, 5 or 10 years



How big is your business now (three years hence)?

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How big is the team within it?

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What clients do you serve?

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Why do they love buying from you?

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What do they say about you?

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Why do they refer you to their friends and colleagues?

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Why do they enjoy paying you for your service?

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Why do they keep coming back?

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What is your team made-up of?

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Who is in the team?

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What roles do they play?

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What do they think about working for your business?

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How do they feel about your clients?

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How do they interact with your clients?

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How do they enjoy interacting with you?

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How many offices does your business have?

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Where are they based?

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How do you feel about competition?

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How does your competition feel about you?

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Who helps you stay sharp?

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Will they help to design new and better business models?

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Will they hold you accountable?

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Who challenges you?

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Who helps you stay motivated?

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Who helps you overcome obstacles?

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Who keeps you on top of your game?

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What do your friends and colleagues think about your success?

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What does your closest family think about your success?

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What difference has the success made to your life?

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What differences has success made to your view of the future?

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Having achieved what you have, what do you think you can do over the next three years?

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What else can you tell me the will help me take the business forward?

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Goal!



How has your business grown in the last 12 months?

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What impact has that had on profitability?

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What is your cash flow like?

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Where are your new customers coming from?

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What has been your best-selling service?

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How is your team performed?

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What have you learnt about your team performance that will help you in the future?

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How have you motivated your team?

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How do you communicate with clients?

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How do you add value to clients businesses?

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Why do customers and client buy your services?

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How much have you increased prices by?

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What difference is this new momentum made to your feeling about your business?

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How positively do you feel about the future now?

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How do those around you feel about your success?

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How do you feel about the progress you have made personally?

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What has been the catalyst to make these changes?

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Who have you added to your network to help you achieve the success?

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Who held you accountable to your actions?

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Who helped motivate and support you?

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What new principles have you learnt the last 12 months that have helped you?

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How did you stay focused and out of overwhelm?

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How did you improve your time management?

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Quantify - The focus

Your understanding of the process:

Multiplying the Profits

Your understanding of the process:

The Dashboard

Control using a Dashboard

What does your dashboard look like?

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Do you have an early warning system?

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How often do you monitor these critical indicators of your business's performance?

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What would you do differently today to change the answers to the questions?

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Build PPP

What are you willing to do with this information?

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What benefit might you win for your business and for yourself personally by implementing this information?

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Who will challenge your thinking on your choices?

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Who will hold you accountable?

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Call support and motivate you?

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.....

Project

What are your three projects going to be?

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Who will challenge your choice of projects?

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Who will challenge your choice of first project?

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What could this project be worth if finished on time and on budget with the desired results?

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Who will guide you and support you through the project to completion?

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What has stopped you completing this project in the past?

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Summary

Reflection

What can I do differently this time?

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Can you begin to see the benefit that this may have for your business?

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What might the impact on your business be?

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What might the impact on your finances be?

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How much might this be worth to your business over 12 months?

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How good will you feel as you begin to eliminate these problems?

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How good will you feel is your business becomes easier to run and grow?

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What do you need now to make the most of your investment in this book, and the time you spent with the exercises, and the information contained within it?

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Are you fully equipped to make the most of this opportunity within the next 90 days?

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Who will hold you Accountable?



What is your experience and track record in business?

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What is your understanding of lead time, and low hanging fruit?

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How can I benchmark my results against others in my industry?

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What process do you use to avoid overwhelm?

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What happens if I consistently miss the targets are set myself?

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What happens if we do not get on, or our styles clash?

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How do you suggest I achieve my goals?

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What experience do you have in interpreting the numbers of my business?

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How easy is it to track my progress with your system?

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What return on investment should I be looking for, from your services?

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