



Idea² Action —organizer—

Name:

Phone / Email:

This is an extremely valuable document. A reward will be offered for its return if found.

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Idea2Action Organizer

Great businesses are built on the back of ideas but too often we allow game changing ideas to escape by committing them to memory or writing them down in obscure places never to be found again. The purpose of this organizer is to give you a place to summarize action points you have identified during this program that you feel are worthy of consideration and then to prioritize them for implementation, rejection or further exploration.

Great businesses are not built overnight but take time to evolve. It's an evolutionary process that is iterative in nature in the sense that you take some action, monitor the outcome, modify your approach, then monitor the outcome again in a continuous circular process until either you abandon the project, pivot to a new approach, or enjoy a successful result. This is why some people say there is only one of two possible outcomes from any action: it is either a success to build on or a learning experience to build on but in either case it's a stepping stone to further progress.

It's human nature to push back on ideas that do not fit neatly with our past experience. This is a debilitating human characteristic because it serves to hold us back from achieving our full potential. Competitive advantage comes from finding a way to do what most people consider impossible or "too" hard or not worth the effort. Easy to do is easy to copy. Hard to do is hard to copy. At the very least, mastering hard, or unseen opportunities, gives you first mover advantage and in the best case it will give you a sustainable competitive advantage.

The key point here is to listen and look out for ideas that will help you run a better business and, most importantly, don't allow the legacies associated with your existing business model and/or your "established beliefs" about the way your firm or your industry now works to determine your assessment of what's possible and what's not.

A quick note about task management

"Lack of time" is by far the most frequent reason people give for failing to implement actions they know will have a positive influence on their business. This is interesting because we all have all the time there is so clearly it's not a lack of time, it's a question of your priorities and your willingness to take control of your life.

This is an amazingly simple yet powerful system for improving your productivity.

Step 1: Make a list of everything you need to get done in the next month that align with your goals.

Step 2: Using a 3x5 card prioritize the top 3-5 tasks you must do tomorrow that will have the greatest impact on your primary goals – be realistic in your estimate of what can be accomplished in the day.

Step 3: Work on the most important task until it is finished then move to the next one.

Step 4: Whenever your mind strays to other things take note of the priorities on your card and stay on task.

Step 5: To manage your energy, after about 90 minutes of intense concentration take a 10 minute break in which you do something to re-energize your brain (e.g. stretch, meditate, walk around the block.)

Step 6: Don't stop until you have finished all the tasks on your list - unless it's impossible of course.

Step 7: List and prioritize tomorrow's tasks including any carry forward tasks that could not be completed.

At least once every 2 weeks, but preferably each week, factor in a buffer day (or part day) in which you don't schedule appointments of any sort. This will allow you to catch up when your plan gets de-railed.

A simple formula for getting results

The **Results** you get in business and life are a function of $\{O \times O \times I^3 \times S \times E \times A\}$

Where:

O = Opportunity – they're all around us.

O = Observation – if you don't look you don't see.

I³ = Ideas that are innovative, inspirational and implementable – get your head outside the box.

S = Strategy – create a game plan.

E = Execution – results follow action - Failing To Implement (FTI) is a killer disease.

A = Accountability – your biggest enemy and the key to your success ... get yourself an accountability partner.

If any one of these variables is equal to zero results will be zero.

Column Key # = Idea Number, P = Priority, Who = Person to champion the initiative, When = When to start

[illegible]

Who We Are at Palius + O'Kelley CPAs Inc.

A cut above! We are a boutique Business-only CPA firm that offers exceptional service and valued product to a select group of clients. Our clients are high achieving, profitable, privately owned and operated companies in the small to medium enterprise (SME) segment of the economy. SME clients for our purposes have revenue from \$1 to \$80 million.

We offer unparalleled levels of service and response.

We are able to do this by limiting the assignments we take on. We are not a traditional tax practice CPA firm. We limit our individual tax practice so we can respond quickly to your needs on a year round basis - even in the deepest part of "tax season". Because we prioritize our practice to businesses and their owners, we are available when you need us.

The real question is what's in it for you? Simple! Exceptional service and work that creates value for you.

In addition to traditional CPA firm services such as tax and financial statements preparation, we bring to the relationship an extensive list of proactive, client-centered services.

First, we offer outside-the-box thinking. Using world class analytical software as a starting point, we identify the profit improvement and business value growth potential of your business. This then logically leads to:

- Profit Enhancement Consulting
- Owner's Wealth Accumulation Planning
- Cash Flow Planning and Budgeting
- Controller Services
- Implementation of a Management Control System for your business
- Business Valuation and Marital Litigation Services

The partners have worked inside of client companies as CFO's with operational authority. We see client businesses from both perspectives.

We work hand in hand with you to help you build a better business. We are different. Give us a call and find out just how different.

**"These guys are absolutely unique.
Nobody else in town does what Palius + O'Kelley does."
Partner, Business Only Law Firm**

For more information on the services we provide, please visit our website at:
www.pokcpa.com