

# CLOCKWORK QUICK-START-GUIDE

This Quick Start Guide outlines the simple process to make an autonomous business a reality, giving the entrepreneur the freedom to do what they want, when they want in both their life and their work. For the full indepth process please refer to the book, *Clockwork* by Mike Michalowicz.

## #1 ANALYZE YOUR COMPANY'S TIME

- Conduct **Time Analysis** for each employee.
- Categorize work type for each analysis.
- Calculate current 4D mix.
- Allocate minimally, 1% of the entrepreneurs time to DESIGN work, every week.



## #2 DECLARE YOUR COMPANY'S QUEEN BEE ROLE

- Identify what makes your business distinct from the competition (*this is your "brand promise"*).
- Identify the most important DOING action that your company must do to support that business distinction. **Declare it as your QBR.**



## #3 POSITION YOUR COMPANY TO PROTECT AND SERVE THE QBR

- Educate your team on the QBR.
- Clearly identify the individuals and/or resources serving the company QBR.
- **Trash/Transfer/Trim** to alleviate distraction from QBR, and move work to appropriate skill levels.



## #4 CAPTURE SYSTEMS AND APPLY THE TRASH/TRANSFER/TRIM METHOD

- Use capture processes to collect all company systems.
- Use **recording tools** to capture work as it is done.



## #5 BALANCE YOUR TEAM

- Match strongest team member traits to tasks that need it most.
- Find additional/new right people when necessary.
- Constantly seek and resolve new bottlenecks in the **ACDC model**.



## #6 DIRECT YOUR OFFERING TO A COMMUNITY

- Identify the customer base who is best served by your QBR (*remember to **align with your QBR**, instead of pivoting alone*).
- Constantly amplify and improve your "brand promise", which is served by your QBR.



## #7 DECLARE THE 4 WEEK VACATION

- Remove owner(s) from business to break dependency of the business on the owners.
- Use smaller vacations throughout your year to test + improve along the way to your ultimate 4 week vacation.
- Analyze and resolve failure points. Test again with subsequent 4 week vacations.
- **You've achieved a **CLOCKWORK BUSINESS!****



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