How to Craft Your Today's Business with Cesar Hasselmann

with Cesar Hasselmann · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Business consultant Cesar Hasselmann grew a systems company from three people to 120 employees in roughly 18 to 28 months after becoming the main supplier to a group that ran seven businesses and a bank.

- [ ] List the biggest name in each industry you serve and decide which one to win first.
- [ ] Write down the 100 influential people you want to know, and work out who can introduce you.
- [ ] Write down what you love to do and where your limits are, especially around leading people.
- [ ] Decide whether you'll fill your leadership gap yourself, with a manager, or with a business partner under a solid agreement.
- [ ] Chart your business's ups and downs over several years and draw a line through the middle.
- [ ] Note which months bring in most of your revenue, so a slow season doesn't catch you by surprise.
- [ ] Put every client email, call and text in one CRM, such as Pipedrive, so each client's history sits in one place.
- [ ] Review your year each October or November and plan the next one by quarter, month and week.
- [ ] Find the five-week month in each quarter and block its fifth week off.
- [ ] Pay attention to the small things that bother you instead of letting them pass because you're busy.

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