

Hello there and welcome to another episode of the Your Next Best Step podcast. I am your host Theresa Cantley and I am actually doing this podcast from Ireland. I am over here with a client of mine. A client and actually a really good friend. I came over with him. He is a business owner and he owns several businesses, and I came over with him and one of the people on his leadership team to really focus on building the strategy for their business. There are some shows here that we are attending, some business related shows and it has just been quite an experience. Actually we went between Ireland and Scotland. I have been on more airplanes in three days than I think I was on the entire year of 2019.

It's all good. It's all good, but this trip has given me a lot of clarity and really has shown, when you get out of your element and you get out of your day-to-day routine, especially if you're kind of in a rut or you feel a little stuck, getting out of that daily routine and just experiencing something different really can bring you a ton of clarity and just bring new ideas, and that's one thing that this trip has definitely for me has given me a chance to just step away from all the day-to-day and just really brainstorm and think of new ideas.

I mean, even when you're walking through the airport or you're walking around town. We're in Dublin. Really you start thinking about all kinds of different things, and it's a really good way to come up with new ideas and really think about the vision that you have, and really where you want to go and maybe where you're getting stuck too. Maybe things have been happening and they haven't been going the way that you want them to go, and just thinking about the lessons or maybe thinking about, "Hmm, I've been focusing on certain things and maybe I don't need to focus on those things, and maybe I shouldn't be focusing on those things and maybe I need to just get re-centered."

So, I've been thinking about that a lot lately and on this trip and it's funny because I've been talking with a bunch of different business owners and helping them, people that I just met through my client on this trip, and just helping them sort some stuff out and giving them some new ideas and some things that they could try in their business for growth, and it's just really been an amazing trip and you know, that's one of the reasons why the sound might be a little off this time. But you know what? It's all good and I wanted to have my weekly chat with all of you and just talk about growth. One of the things that I've learned, and I know this because I work with a bunch of different businesses on a weekly basis, but you really need to figure out A, what makes your business different, and B, when you have that, and I've seen this with a lot of these business owners that I've been chatting with on this trip.

Everybody does things differently. Everybody has, and this is just life, everybody has different perspectives. Everybody does things differently, and I heard someone say this. If you're trying to emulate someone else, if you're trying to do what someone else is doing, it's not going to work. You know? I've heard that. I heard that several times and I just sit back and I'm just observing and listening and chiming in when I feel like I have something to chime in on, but I heard someone talking and they said they were trying to do something the same way someone else was doing it and emulate them and it didn't work.

Well, the reason why it doesn't work is because that's their journey. It's not your journey. And really figuring out, what is your journey and how are you going to do things differently? One of the biggest things that I get from people or that I work with people on is putting some more structure into their business because more structure and more systems and more processes creates more freedom. Okay. And I do get pushback from people. They're like, "Oh, well we're not a corporate business. We don't need structure. We're just a small business." And in listening to people talk, like I said through this show

and thinking about, again going back to my statement of when you try and copy what someone else is doing or you're looking at them and you think they are experiencing major success in something and you're like, "Oh, you know, I'm going to do what they're doing because they're experiencing success, and yada, yada yada," and it doesn't work for you, and that realization that the reason why it doesn't work for you is because that's their journey, not your journey.

But taking that concept also and putting it into this concept of, as I said, more structure equals more freedom. You're probably thinking, "Okay, well how do the two go together?" Because the structure, it's not just about structure and creating rigid lines and everything, but it's more about what I call creating your signature process and the power that is in creating a signature process. Part of figuring out what your signature process is, and you can have one overarching one for your entire business or you can also have individual ones for different areas in your business, but what that does is that when you spend time figuring out what your signature process looks like, that is how you end up differentiating yourself and also creating this process of how you do things so you don't have to emulate anybody else, but creating that process for how you do things that ends up setting you apart from everybody else.

Because that process comes from your ideas, your thoughts, your ways that you want to do things, your perspective on how you want to do things based on your own experiences and what you've been through, the journey that you are on, which is uniquely yours, not someone else's. When people don't have that, and maybe we don't use the word "structure," but when people don't have that signature process for how they do things, how they connect with people, how they empower people. It's their perspective on how they are going to build their business and that signature process really explains how you are going to take your vision, put it into something so that you can change the world.

When people don't have that, and I know a lot of local business owners and like I said, I've heard this conversation over and over again on this trip. Listening to, because these are all local businesses, people just start their business and they put product into their store. You know, you put food on your menu, you create your menu, you have a product in your store, and that's what they focus on. I think that's why people get stuck and think that, "Oh, I just need to put more into my business. I need to get more inventory. I need to crowd my space even more. I need to fill my time up even more. I need to do more coupons or I need to look at what everybody else is doing and try and do what they're doing because it works for them," and that's not how we want to approach things.

When we take time to figure out our signature process, which is all about giving people clarity. It's all about taking what we do and what the beginning part of whether your signature process is how you create your customer experience or how you set up your kitchen or how you train your employees, whatever that is. Or even like I said, that overarching thing of someone, when they first enter your business they know nothing about you and your signature process takes them on a transformational journey of wherever they start, whether it's employee training or a customer experience or whatever, it is how you see them and how they see you when you start, before they know anything about you and at the end, that transformation that they go through ends up making them a lifer. Somebody who comes back to you over and over and over again to buy stuff from your business or employees that when they start working for you, they come in. They know nothing about your business. Then at the end of that process that they go through, they are brand ambassadors for you. They are employees that are super, super dedicated and absolutely love your business.

That is what the power of a signature process does, and this is something that I teach to my clients in my programs I do for myself. That signature process is what gives you more freedom. It's what gives your employees education. It's what gives your customers education. But beyond that, it is your process for how you take your vision, how you take your ideas and put them out into the world so you can change the world. Because I get a lot of, "Theresa, how do I get out of overwhelm? How do I get people to do their job? How do I differentiate my business? How do I really grow?"

Well, part of what ends up happening hands down with a lot of the businesses that I've worked with over the years is they don't have that signature process. They have structure in place, but it's rigid structure. It's structure that squishes growth and doesn't promote growth. It's structure that contracts the business and doesn't expand the business. What a signature process does is it combines, again, your ideas, your vision, and how you want to take that and put it into the business so that you create a transformational journey for people. That's also how you get away from strictly just promoting your product, but really creating that amazing, amazing experience.

So how do we start doing this? How do we go from, because of course you're probably thinking to yourself, "Alright, so what's the next step here? I get it, but what's the next step?" Well, the first piece of this and the key is to really reframing your thinking, because this is a total shift in perspective. Again, when over the years I've worked with people and they think, "Okay, I'm just going to open up my business, I'm going to get product and I'm going to have inventory, I'm going to do this, and then I'm good to go. Right?" Wrong. The more important thing is yes, you have all that product, you have all that stuff that you're doing, but the more important piece to all of this is to really figure out how you are going to create that transformation, right? So the first one is is the first key to this. There's three. The first one is is that you need to refocus what it is that you're doing.

I have a client. I met with them last week and we talked about, okay, she's going to be revamping a part of her business, and doing it her way. So the first pieces that we have to do is focus on, what is it that you really want to create in your business? And also, where do you need signature processes? You'll have one overarching one for your business. A customer that knows nothing about you to transforming them into a raving fan, as well as that's kind of the overarching one of your business, and your signature process indicates how your employees connect with them, how you connect with your community. It's basically going from a business that is struggling or maybe even a new business to a business that is thriving and growing and an icon. So that's your overarching signature process and focusing on what do you want that to look like? What does the beginning business look like? And the transformation that the business goes through to become an icon, to become iconic.

Normally that process is anywhere from five to seven steps. Because remember, we don't want to complicate it. We want to keep it simple but make it deep, so we normally have five to seven steps and underneath each step we have five to seven sub-steps that you go through to get to the next piece. So if you're trying to format your own signature process, you want to have five to seven steps that you would take people through. So it might be resetting the vision, and then maybe resetting the strategy, and then the customer experience, or whatever your five to seven steps look like. Then underneath you're going to have five to seven sub-steps that get you to the next piece of this. Then like I said, you have one overarching one for your business and it really combines the vision and then the strategy and your team so that you can create a focused business, and then underneath this overarching signature process, you then have some sub-signature processes.

So maybe if you're a restaurant business for example, you have one overarching one for the business, and that really, really requires you to think about what is your core purpose? It's not just about having food on your menu, but what is your core purpose? So for example, for an overarching signature process for a restaurant, thinking about your core purpose, which this is part of the focus, alright? And thinking about okay, it's not just about the food, but maybe it's about creating an environment for people to come and relax and gather and give them healthy quality food, and have them leave feeling good about what they ate and not overstuffed. Maybe that's your core purpose, so figuring out what that is first and then figuring out, okay, how do I get them from a customer that just came here, they know nothing about our business, to being someone who comes back time and time and time again and absolutely loves everything and when they leave, they feel amazing about themselves? What does that look like?

That process could be like discovering your vision. The next process could be hiring the right team, or training. The next process could be the kitchen. So maybe you have a signature process for your kitchen. Maybe you have a signature process to take a kitchen from a kitchen that is completely shut down to a high performing, high quality kitchen. So you'll have that overarching signature process, but then you also have signature processes within each area. Again, going back to the restaurant, you might have a signature process for the kitchen. Maybe you'll have a signature process for the bar. Maybe you'll have a signature process for if you have a bakery in your business. Maybe you have a signature process for employee training.

So you'll have sub-processes underneath the overarching process that really, again, take your vision and make it come to life, giving some structure to it. Again, what the signature process does is it gets you refocused. It gets you super, super clear on how you want to create this transformation in your business.

So after we focus, that next piece of it is the commitment. The commitment to making things happen, the commitment to creating that transformation, the commitment to your people, the commitment to building your business, the commitment to being different and differentiating yourself. From that then you can guess the third piece of this is creating action. When we have action that doesn't have focus behind it, when we have action that doesn't have intention behind it, it's kind of empty. Not kind of. It's really empty, and you're just doing random things. But when we have that focus and we have that commitment behind it to making our vision come to life, then the action that we're taking is inspired action, and when we take inspired action and when we put intention behind it, guess what. We're going to create transformation. Transformation in ourselves, transformation in the people that we work with, transformation just in our business.

The other thing that the signature process ends up doing when you create these for your business, it keeps you in integrity with yourself so when you say you're going to do something, you do it, but it also keeps integrity with everyone that's working in your business, so everyone who needs to do something, they are taking the right actions. It also gives everyone knowledge. Knowledge is power. Clarity is power. Remember? So it helps you to create knowledge with your customers, your community, your employees, your leadership team, your leadership team, creating these leadership team managers in your business, and even if it's just you creating that, giving people that knowledge. However you want to explain that knowledge that you have to your customers. However you want to explain that knowledge that you have to your employees. Whatever that looks like.

It also gives people accountability. I had a meeting with another client and she said, "I'm having a hard time getting people to do their jobs the way that they need to do them, and I'm not really sure what to

do." And I said, "What does your process look like for training? What does your signature process look like for your team, your employees?" And she said, "Well, we really haven't finalized fleshing it out and you know, it's just like we've been so busy," and my answer to her was, you need to create that.

That is going to be the answer to training people, giving them the knowledge that they need, doing the things that you need to do to get them to the point where they understand. They understand their role there, they understand what they need to do, they understand the brand and what the business is all about so that they can be a better employee. And if they don't, if you have the signature process set up and they're going through it all and they're still not doing it, maybe they don't belong there. So it does give people a level of ownership and accountability so that they can do their job better.

The point is is that if you are just flying by the seat of your pants, if you don't have that process set up and you're just kind of "winging it," that is where we run into getting stuck. That is where we run into overwhelm. And that is where the business starts to either fall flat or it starts to go backwards, but if we can refocus and create that focus in our business and create that commitment, because when you give people knowledge, when they have clarity, when there is a process in place, and when I say a process, it doesn't have to be like this super strict, hardcore process. But it's giving them something that they can learn from, something that can empower them, and again, something that gives them accountability because they're getting knowledge.

When you are able to do this, this is really how you can up level your business and how you can up level your game, you can up your game in your business and really make yourself stand out, and this becomes your process. People can't copy your process because they're not you. They don't necessarily know what your signature process looks like and that's how you can really make yourself stand out, and when people have gone through this process to figure out, alright, what does my signature process look like? From going from a struggling business or maybe a startup business to a done business, to a business who is super, super successful, and really asking yourself, what does that look like? And getting that focus together so that you can say, "Okay, this is what it looks like at the end. How are we going to get there?"

That's when you can come up with your process. Again, five to seven steps. If it's more than that it starts to become too complex, but five to seven steps and then underneath each step, what are the sub-steps to get you to the next piece, and then to get you to the next piece, and then to get you to that done business, and what are those signature processes underneath that that you can use to educate your employees and create those brand ambassador and to up level your employees? What are those signature processes that you can create in your business to create a better customer experience? What does that process look like to, again, something that has to do with the kitchen if you're a restaurant, or what does your signature process look like to connect to your community?

And just really giving all of that some thought because again, when you have these things in place, it creates focus with you. It creates focus with the business. It creates focus with your employees, with your management team. It does create focus even within your community and with your customers. Everybody understands what it is, what that deeper meaning is and that difference that you want to make in this world. It's not just about selling stuff, but it's more about making a difference, and when you can really hone in on this and you create these things, that is really how, again, you'll take your business to the next level, but you'll stand out as an innovator, as a creator, as an entrepreneur.

This transcript was exported on Jan 22, 2020 - view latest version [here](#).

When you don't do that, that's when you become a "me too" business and who wants to be that? That's when you become a commodity. Just another store, just another restaurant, just another yoga studio. But when you can focus on where am I now and what does that done business look like, what does that super successful business look like that is iconic that people want to come back to time and time again? And that signature process again starts to connect your vision and your strategy and your team together so that you get to that done business point, and that signature process connects your customers with you, it connects your community with you, and it really helps you to connect that vision into every piece of your business so that eventually it becomes a reality.

So more structure in your business. It doesn't mean hardcore structure where this is exactly how we do it and we're not deviating. What it means is again, creating those processes that connect your vision to your strategy to create growth and the results that you really want to create.

I hope this episode helped you. Again, coming from Ireland. You know, this trip has just been super, super, super amazing, but I just wanted to just pop in here and give you some things to think about. If you don't have any processes in your business, where you can start is going back to your vision and thinking to yourself, what does a successful business look like? What would it look like if my business was booming and thriving? Starting there and then getting into, okay, what are those five to seven steps that I can take to start moving things forward? What are those five to seven steps? What do those five to seven things look like in my business to get me from point A to point B and beyond? And what action are you going to take today to start creating that signature process so that you can be an icon in your industry and in your area?

Anyway, have a great rest of your week, and until next time I hope that you experience major growth, I hope that you experience major success, and I'm sending you so many blessings and I will see you here again next week. Take care.