

The Great Game of Business – Your Game Plan

Howard Partridge ([00:00:02](#)):

This is my brother, Dennis. And we don't look alike because we have different daddies, same mama, different daddies. And this was the last time I saw him. We did a little walk for ALS, Dauphin Island, Alabama. And it was interesting because on the grounds, there's a water tower there and there's a little park nearby. And they have these manicured grounds around and someone... I guess, Cheri Perry must've been there because there were all these little stones that had words on it, like faith, love, and there was one that said brave. And my little brother was not... He was very humble, very simple, not like me at all and just ordinary life, I guess, so to speak. And so you wouldn't see him as an inspirational person. In fact, when he was younger, he had trouble just getting a sentence out.

Howard Partridge ([00:01:15](#)):

But the way that he walked through this was amazing. Never, ever a negative word coming out of his mouth. I mean, he walked through this with bravery. After this particular event, I posted, "This is my little brother, he's dying of ALS." And he replied on Facebook and said... I said, "He's dying of ALS." He said, "I'm not dying, I'm just going to get to Jesus faster." That kind of stuff. And I was just like, "Wow." He was such an inspiration. I never thought, coming from my little brother, just the personality he had that, that would be the case, brave. Anyway, so we are in a series called How to Master the Phenomenal Game of Business and it truly can be a phenomenal game. We're going stay in this series until the conference and at the conference, I'm going to do a session on mastery.

Howard Partridge ([00:02:44](#)):

I'm going to do a session on how to simplify this, but I'm going to give you parts of this all the way up to the conference. And one of the most important parts is you got to have a game plan. And that's what I want to talk to you about today because a goal without a plan is just a wish. Wishes are great, dreams are great, but we got to turn it into a plan. Failing to plan is planning to fail. You guys have heard that before, and you've probably heard this one before, proper planning and preparation prevents poor performance.

Howard Partridge ([00:03:24](#)):

So when we have poor performance... And it's all about performance, we've spent a lot of time talking about performance. We have to perform as human beings. Our business has to perform and what's behind performance is leadership, people, systems, taking the proven system that's already been developed, already been tested, already been proven by many of you and other people around the world and implementing it. Implementation is behind all of it, learning and reapplying it, just learning the system and implementing it. That's all that our most successful students do, period.

Howard Partridge ([00:04:12](#)):

Our most successful members learn the system and they implement it. Zig said it yourself, "You're born to win, but to be the winner you were born to be, you must plan to win, prepare to win and expect to win. So if you don't plan to win," he said, "if you don't prepare to win, you can't expect to win." And by the way, preparation means having the resources that you need, having the people that you need, training yourself, training your people, preparing to win. I could have a plan, but if I don't prepare, if I don't train... Imagine a boxer getting in the ring, but he never trained. He can't expect to win unless the other guy did a worse job than him and didn't train either. We don't want to be lucky.

Howard Partridge ([00:05:09](#)):

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One of the best business books I've ever read is this one right here. And this is actually the updated version of one of my favorite business books by Jim Collins. It was his first book on turning your business into an enduring great company. And he wrote it with another guy by the name of Bill Azir, if I'm pronouncing that name right. Bill passed away, Bill was his mentor, Bill was a great business guy. And Jim Collins decided to rewrite this. This is a handbook right here, it's phenomenal. And the chapter I was reading last was about luck. And it talked about how every company they ever studied had both good luck and bad luck. And if the bad luck didn't kill them, then the difference was... In the companies that they researched, was what the best companies did with the good luck that they had, how they responded to it.

Howard Partridge ([00:06:28](#)):

And Zig said that, "It's not what happens to you, it's how you respond to what happens to you." Sometimes you win, sometimes you learn. So if we want to be sure about our future, we want to expect to win, then we have to plan and we have to prepare. Well, the good news is we already have a game plan, it's called the Howard Partridge Simple Dimple Business Plan, and I'm going to walk you through those eight steps today. And over the next few weeks, I'm going to drill down into some of these important concepts, because these are the things that you need to have in your plan. We're going to send you a link.

Howard Partridge ([00:07:12](#)):

You can go ahead and just grab it on the Inner Circle site, but there's two documents that I want to make sure that you have, that you have printed out and that little by little, over the next few weeks, you're going through this. And if you've already done it before, I want you to do it again and I want you to update it. This is a living document. We have this document on a fillable digital version where you can do it right on your computer and that way you can just go in and update it. Get your notebook out, brainstorm, I was driving down here yesterday, get this, I drove all the way from Destin to Houston to drop Denise off, turned around and drove all the way back to [Mobile 00:08:00] yesterday. And the reason is because we didn't know when the... I assumed the funeral's going to be on Friday or something, or Thursday or something.

Howard Partridge ([00:08:10](#)):

I was going to go to Vegas and then fly back over here. They send me a text, I'm already on the way to Houston with Nise and two dogs and they're [inaudible 00:08:22] on a Tuesday. Well, Denise had COVID, you wouldn't know it, but she had COVID. [inaudible 00:08:29], sit in a hotel room with two dogs? So I just took her to Houston. I said, "I'll go to Mobile tomorrow." No flights to Mobile. Maybe I could have connected through Atlanta, I'm not going to do that. So I just jumped back in the car yesterday and drove down here.

Howard Partridge ([00:08:45](#)):

Well, I had a lot of thinking time and I been wanting to do a new project and I'm thinking through all the different possibilities. So you need a brainstorm, you need to think about some things, what you want to do differently, but then once you decide, let's put it down. In fact, the first part of this plan is your vision. But let's talk about why you need to have a business plan first. If you want to go somewhere you've never been, aren't you going to have an itinerary? Aren't you going to get the GPS out? Do you want to be phenomenally successful or do you want to be accidentally successful?

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Howard Partridge ([00:09:36](#)):

Do you want to be phenomenally successful or do you want to be marginally successful? You get to choose. You get to choose what role you play in your business. You get to choose how much money you make. You get to choose all of that. But I think you're here because you want to be phenomenally successful. Can you really keep it all in your head? And the answer is no, you need a map. Now, before you get into your business plan, I want to remind you again, the one and only reason your business exists is to be a vehicle to help you achieve your life goal. You went into business because you had a dream, you had a dream of working for yourself. And I want you to be thinking about that and have that clear in your mind of what you want out of life before you start your business plan, because how many of you know, how many of you understand that any, and every decision you make in your business is going to impact your personal life positively or negatively?

Howard Partridge ([00:10:45](#)):

Is that true? Absolutely, it is. I want you to reread or just at least look at this part of Discover Your Phenomenal Dream Life, and all of you own it. If you don't have a physical copy, just go to the Inner Circle website under GPS, I think it's module two and module two is a whole module on dreaming. You dream first, then you set goals. So you can download it. And in this book, there are seven ways to dream. Number one, pray, if you're a believer, what does God want you to do? What does He want your life to look like? What is your calling? What is your purpose? And there's a purpose exercise in there too. Number two is once you know what it is, is there's something called an affirmation.

Howard Partridge ([00:11:47](#)):

And Zig said that an affirmation is speaking the truth in advance. So for example, before I built my dream home, my affirmation was, "I'm living in my dream house at Stallworth Beach, with Denise." So and so and so forth, so on and so forth. And now that's the dream, it hasn't come yet true yet. But what happens when you do affirmations? Human beings do what human beings see in their mind. Zig said, "You are what you are and where you are because of what has gone in your mind." That's why he created that affirmation card. There's all these things that he would say to himself in the morning and say to himself at night, "I'm honest, I have integrity. I'm on time." This, that, and the other thing. There's a whole list of things. And so what happens is you're telling your subconscious mind, "This is who I am."

Howard Partridge ([00:12:58](#)):

You're telling your subconscious mind, "This is what I'm going to do. This is who I'm going to be. This is what I'm going to do. This is what I'm going to have." Now obviously we want it to be prudent with that, because what happens is people who get too caught up in new age, they dream up all this stuff, "I want to be a multi-gazillionaire and have 12 yachts and 13 homes and whatever," but inside, they're saying, "There ain't no way that's going to happen." And they know it. So there's a conflict there. Now you might not believe it yet and you do want to stretch, but if it's something that you truly want and you believe that you'll do the things that you need to do to get there, then call it into being. And especially if you know that God's okay with it.

Howard Partridge ([00:13:59](#)):

Number three is the dream list. Right here in your planner is your dream list and your vision board, by the way, I've shared this with you many, many times. By the way, Christian's on right now and this is one of the pictures I have. I got pictures of my babies in here. This is the life I live right now called The [30-A

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00:14:28] Life. I have my 2022 planner, ready to go because 2022 is coming up. I haven't selected one picture, I haven't put one jot or one tittle in my 2022 planner, except for this.

Howard Partridge ([00:14:52](#)):

And so, you want to put things in there that inspire you. That's what dreams are all about. And again, human beings do what human beings see. So what do you see every day? What are you putting in your mind? Number five is the perfect day. And the perfect day is where do you wake up? What do you do in the morning? What do you do next? What do you do at lunchtime? What do you do after lunch? What do you do in the afternoon? Now, again, things happen, people die, people get sick, there's weather, I can plan to drive from Houston to here, and one thing that I know is that it's a possibility, especially since storms have gone through Louisiana, that there may be some delays. Sure enough, I-10 is closed, eastbound, next nine miles.

Howard Partridge ([00:15:52](#)):

Traffic is just... "No, let me get my friend, Siri, out and talk to her." And so she took me around the loop in Lake Charles, it wasn't as big of a delay. One of the things that you'll learn in this book right here, and we'll go through this in our leadership groups when we're done with this one, is your vision, where you want to end up, your dream, once you have that point set, that doesn't really change, but what might change is your strategies, right? When I started Phenomenal Products, we didn't do coaching. It's called Phenomenal Products because we sold products. And I had a package for everything. I had a whole package on referral marketing, there were in these big binal cases, some of you guys remember this and I had DVD and CD and manuals and all of that.

Howard Partridge ([00:17:00](#)):

I had one on inside sales, I had one on business plan, I had one on, we called personnel management back then, leadership. And I had about 12 of them. And when you stack them up on the floor, there were about three feet high. I mean, when people came to a seminar, they couldn't even walk out the door. They couldn't see over all the packages to get to their car. And I was doing a bunch of local seminars at the time. They had to make two trips or get somebody to help them out. Well, I was at a trade show and one of our customers walked by, who had our packages, and as he passed by the booth, he kind of waved me off and said, "Man, I got more than I could ever use from you. I'll never get through all that material. Got to spend the rest of my life."

Howard Partridge ([00:18:04](#)):

And I thought to myself, "That's not a very good business strategy." How many of you want someone to just buy it from you one time? Then I went to coach this guy, paid me a lot of money to coach him. I sat down at his office, it was in Long Island, New York, and he had all those modules up there and they had plastic covers. And I was looking, I was like, "Man, this guy not only has the packages, but he's paying me to consult him and wants me to come up here and spend a day with him and everything." I knew one thing about those modules is that when you use them a lot, the plastic got scratched up. I said, "They're awfully shiny."

Howard Partridge ([00:18:50](#)):

Turns out that he had only opened one of them. He said, "Man, it gives me a headache just to look at all of those things." And I thought to myself, "Not only is this not a good business model for me, but it's not a good business model for them." It's called FTI. You got all the information on the shelf, you got all the

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information you need, all the training you need right on the Inner Circle website. Any business, whether it's Phenomenal Products, that's what we use. You want to learn how to sell? Great. You get on the Inner Circle website. You want to learn how to market? You get on the Inner Circle website. You want to learn how to lead? Get on the Inner Circle website, it's all there. But what we understand now, today, about human beings is that we need coaching, it's called coaching for performance.

Howard Partridge ([00:19:53](#)):

We all need coaching. We need to flush it out, we need a new perspective. I need to understand that I'm probably not going to take the time to do it on my own. I get distracted, I get overwhelmed. How many of you know what I'm talking about? Just by a show of hands, virtual hands, we all need the support, the encouragement and the accountability that comes from coaching. Now, the blessing, the icing on the cake, if you will, that I didn't anticipate was this amazing thing called community that started taking place. And that's what's different about us.

Howard Partridge ([00:20:45](#)):

There's plenty of coaches out there, plenty of trainers out there, what's different about us? Get on gallery view and see all the bright, shiny faces right there. And we're getting better every day. Mindy told us the other day that she's only been with us since December and she's this close to being turn-key. We say, "Turn-key in three years, turn-key in three," and she turn-key in 12, 12 months, or better than that. How crazy is that? Well, together... You know the acronym for team, right? Together, everyone achieves more. I achieve more, you achieve more, but it starts with a dream. It starts with a vision and it starts with your dream, your vision. What does your perfect day look like? And how about this? The wheel of life.

Howard Partridge ([00:21:45](#)):

Let me ask you this question. On the wheel of life, you're scoring... And if you haven't done the personal assessment yet, then I want you to do that as well. Would you be living a dream life if you could score a high score on spiritual, mental, physical, family, career, financial and personal? Would that be a dream life? Yeah. And you know what? That's possible, that's possible. Now, once you get there, you never really arrive, you're going to have bigger visions, you're going to have bigger dreams, you're going to be more aware of a deeper level, a higher level that you want to go.

Howard Partridge ([00:22:51](#)):

So the wheel of life is a beautiful visual, not only to assess where you are right now, but as a goal to attain. The final one is there's an exercise that I share in the Dream Book that I learned from Don Hobbs. He was one of our speakers at Ziglar and, man, got a unbelievable standing ovation, people just attack this guy. I don't even know what he said, I was out of the room and I didn't record it. But he's a friend of mine, I met him through The ONE Thing and he and another guy who used to come and speak for us on The ONE Thing. And he is now the president of SUCCESS Magazine. So what I'll do is I'll invite him to come to an Inner Circle and we have a special event that I want to do in Puerto Rico and he actually lives in Puerto Rico now.

Howard Partridge ([00:24:06](#)):

And so I'm working on something really special there. But anyway, the point is, is that I learned this exercise from him. And it's really about meeting your future self in the future. I don't have time to do it for you right now, but it's a very powerful exercise. You need to really get in a good spot and sit and go

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through that exercise. And so do that when you read the Dream Book. Okay? All right. Once you get clear on your life goals, what your dream is, now what we need is we need a vision for our business. So I want to walk you through the eight parts of A Phenomenal Game Plan, it's called a business plan, that's your game plan. First of all, how do you see your business being different this year?

Howard Partridge ([00:25:13](#)):

What do you like about your business right now? And again, taking it and putting it in the context of your personal life, "Well, I have to be at the office too much." Or, "Well, I have to do this particular job, which I don't like." "I have to do accounting. I don't like doing that." What parts of the business do you want to be involved in? What parts do you not want to be involved in? And based on that, what kind of staff changes, if any, do you need to make? Do you need to develop some people that you could promote? Do you need to hire some other people? What equipment or resources or technology, for example, might you need to add?

Howard Partridge ([00:25:59](#)):

And what you're going to see is that when you learn how to use this document, you're going to go through it and then you're going to come back, based on some of the other steps, you may have to come back to this section and say, "You know what? I discovered I'm going to need a new computer system, or I'm going to need XYZ to make this happen." And then what about new initiatives, new services, new markets? And that's one of the things I'm thinking about right now is do I want to buy a business? Do I want to buy some more real estate? Do I want to do something new at Phenomenal Products? What do I want to do? And I'm really thinking about that right now. And yesterday with all the driving time I got, I got a lot of thinking time by myself to think through that.

Howard Partridge ([00:26:55](#)):

The second step is your assessment, your business systems assessment, you cannot have a predictable, profitable, turn-key operation without strong systems. What I'd like for you to do... You got homework today. And that homework is that I would like to see you do your assessment and I want you to send it to us. I want you to do your assessment, I want to see your wheel. And if you want to just snap a picture just of the wheel, that's fine, but send it to us, send it to support at howardpartridge.com and they'll forward it to me, and they'll forward it to your coach, so that we can kind of know where you're at.

Howard Partridge ([00:27:51](#)):

One of the powerful things that I learned last year, working with an organizational development practitioner, that's way too many syllables for me and that's way too many syllables for small business owners. I like Simple Dimple because the simpler you make it, the farther you can make it. But one of the things I learned is that they operate by this principle called Addie, it's A-D-D-I-E, assess, design, develop, implement, evaluate. And that's really what this business plan is all about. It's a living document that you should always be assessing. "How am I doing in my life? How am I doing in my business?" And we've given you a Simple Dimple framework to think that through. When you memorize the seven things on the wheel of life, then I can drive down the road.

Howard Partridge ([00:28:53](#)):

I can just think through, "How am I doing spiritually? How am I doing mentally? Am I learning the things that I need to learn? Am I taking on too much stress? What am I doing with my stress? How am I doing physically? Am I eating right? Am I exercising? Am I doing the things I need to do? How am I doing with

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my family? How am I doing with my career?" Which in your case, that ties over here to the business part. And so then we can think about the five areas of business. "How are we doing in leadership? How are we doing in marketing? How are we doing in sales? How are we doing in systems and service and operations area? How are we doing in administration, are we making money?" And then that it goes right back to the personal wheel, financial, "How am I doing financially, personally? And personal, am I having any fun?" Most small business owners, they're a slave to that business. They just work 24/7, it's a drag.

Howard Partridge ([00:30:01](#)):

We don't want that for you. We want you to have a predictable, profitable, turn-key business so that you can live your dream life. Not so that you could just spend it on yourself, although you deserve to be rewarded. If you want a brand new Tesla and you want to pay cash for it, like [Elise 00:30:31] did, the very first brand new car she ever bought in her whole life, brand new Tesla, cash, man, do it because behavior rewarded is behavior repeated. So what are you going to do when you get rewarded? You're going to go repeat that behavior that caused you to do that. But not just for yourself, but also so that you can bless other people. Isn't it wonderful that Victoria is at the VIP house in Destin having a dream vacation right now, not costing her a penny?

Howard Partridge ([00:31:13](#)):

Isn't it wonderful that my bookkeeper, Laura, is going to be there on Sunday for a week with her family. And I could go on and on and on about the different things. I don't want to ever brag about what I've done for my team members, but there's a lot. And how wonderful it is to be able to give away money, to support ministry and things like that. So your life goals, the personal piece... And maybe this may be the spiritual piece too is... One of the beauties of being a business owner is not just what it does for you, but what it does for other people around you. See, there's a difference between success. Success is nice, but significance is phenomenal, when we can make a difference in the lives of others, whether that's given directly to a person, mentoring someone, helping someone in need or donating to a ministry or having the time and the resources to serve in a ministry, it's amazing. So how many of you, by a show of hands, will send me your business assessment?

Howard Partridge ([00:32:39](#)):

Okay. All right. Step three is the SWAT analysis, similar to the business assessment, as part of the assessment process, if you will, is called a SWAT analysis. So you list out the strengths of your business, what are the strengths of your business? "We're profitable, we're debt free, we got a great team. Got a great position in the marketplace." For example. Weaknesses of my business. "Need to get better at training. We need to grow, we need to get bigger. We're not growing as fast as we want." What are some of the opportunities that you want to take advantage of this year? "Well, there's a service that I've always wanted to offer and maybe it's time to do that this year." Here's preparation right here, what are some of the threats that could damage my business that I need to be aware of?

Howard Partridge ([00:33:50](#)):

Man, in the world that we live in today, what if a big storm comes? Those of you that are in service businesses, what if you get a Hurricane Harvey, for example? You have to close down. What if you get some weather event? We have COVID, we don't know what the government's going to do. It's about being prepared. In fact, when COVID first came last year, I did a whole series on PIVOT. And I think P was, "Consider your position, what's your financial position?" Because how you're sitting financial, and

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the strength of your team and all those other factors, this is really a positioning statement, if you will, SWAT analysis says. So how are we sitting? And so being prepared is always a good thing. We were prepared at Phenomenal Products. "We were prepared at my service company." And then, and I don't remember what the other... You could go back and look at it, but I think I was innovation or something like that.

Howard Partridge ([00:35:21](#)):

What are some of the ideas? A voice, listen to your voice, the voices that you're listening to. And that's a big thing today, because again, what you let into your head is going to influence you. And then O is for opportunity and T was for transformation. And we transformed through COVID. We were already doing a bunch of stuff online. We had to take our boot camp online. We had a take our conferences online, and guess what? That ended up being a blessing because now we can do live for those who want that community. And there's nothing that can replace live, but we can also live stream. And not only if you can't travel, don't want to travel, whatever, can you still participate, what we've found out is that your team members can too. Where it might not be feasible to fly your team members to a conference and the airline expense, the hotel expense and food expense and all that.

Howard Partridge ([00:36:34](#)):

Now, it's one of the best things you could ever do, if you have leaders on your team, one of the best ways to develop them and to strengthen that relationship, the most valuable currency in life that there is, is experiences. And I've always taken my team members to events because we get to spend time together. We get to learn together. We get to discover together. We get to know each other better, it's phenomenal. But it may not be feasible. And maybe you'd like to bring 12 people, but it's just not feasible. So being able to hook them in virtually is a phenomenal thing.

Howard Partridge ([00:37:25](#)):

So this is a very important exercise to go through. Step four is to set your sales goal and your 12 month financial forecast. This is one of the... I feel one of the most phenomenal things about having a small business, is that you can decide in advance how much money you want to make and then you can build a financial forecast to get there. The better you get at marketing, the better you get at sales, the better you get at building your team, then the more likely it is that you're going to hit that sales goal. You can decide how much money you want to make. But guess what? If you don't have a 12 month financial forecast, if you don't understand these five numbers, you are... And I'm being careful what I say here, because a lot of you have had a good paying job for a long time, but you're working in the business.

Howard Partridge ([00:38:54](#)):

Let me just put it this way. You're leaving money on the table. And if you haven't gone through your pricing, if you haven't gone through your cost of doing business and all of the things that Ellen Rohr teaches us, you're A, not preparing yourself to grow and B, you're leaving money on the table. And if you're losing money, you're having cash flow problems, then it could kill you. And that's where I was many years ago, we weren't charging enough. Our labor rate was too high. We had a great business, great service, great team. I called Ellen in and she helped us fix it. And by the way, during this series, I'm going to do a whole webcast just on numbers. How do you increase your numbers? How you look at those numbers and we're going to get into deeper to these numbers.

Howard Partridge ([00:40:00](#)):

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Then step five is to create our MVP. Now you have your personal vision for yourself, your personal dream, you have the overall vision of the company, more of a global vision. This is what we want to do. This is the vision for your team. Guess where I got this? Right here. Now the cover used to look a lot different and it was a much smaller book, but this is where I got... Beyond Entrepreneurship, BE 2.0 means Beyond Entrepreneurship 2.0 and Jim Collins did a phenomenal job taking what he has learned and been teaching over the years since that first book was written through Good to Great, Built to Last, Great by Choice, all the phenomenal books that he read.

Howard Partridge ([00:41:03](#)):

But this is where I originally got this. He said, "Your vision consists of your core values, your purpose and your mission." So I just moved the words around, so it'd be easy to remember in the P, mission, values and purpose. Every coach that you talk to, every trainer that you listen to, they're all going to look at a vision and mission and all that a little bit differently. In our case, what the mission is, is the mission describes what you and your team need to do every day.

Howard Partridge ([00:41:52](#)):

And that when you get that right, you're going to reach the goal, you're going to get the outcome. I was watching a video that Rick sent me with Nick Saban. He said, "If you go through our facilities," he said, "You're not going to see any banners that say, 'Win the National Championship.' You're not going to see things like that." He said, "What you're going to see is we focus on who's famous for the process or the system." He said, "What we know is that if everybody does their job, does it the best that it can be done, that each and every time, we're going to win and we're going to win the National Championship."

Howard Partridge ([00:42:42](#)):

So yes, you need to have goals. You need to understand what the outcome is, "How much profit are we going to make? What does it look like?" But then we've got to focus this down to, "What does everybody have to do every single day to make this happen?" Then we drill it down a little bit more and one of the things about Get in the Game and that whole process that you're going to learn at the conference, is there's one exercise that as you grow, you get your team, it's all about getting your team in the game. And I love the subtitle, Creating Rapid... How many of you want this? Rapid Financial Results, Lasting Cultural Change.

Howard Partridge ([00:43:30](#)):

It's not just financial outcomes, but it's also making a difference with people. It's not just money, it's not just people, it's both. If you don't make a profit, then you can't support your team, you can't accomplish the mission. And if you don't have a phenomenal team and you just make money and you don't make a difference, then what's the point? Values, the values describe who you are, how you're going to act, what your performance standards are, what your conduct standards are. "This is how we operate here, this is who we are." And then the purpose I feel is the most important thing, and that is the why. And our why here at Phenomenal Products is to help small business owners have more life.

Howard Partridge ([00:44:31](#)):

The mission is, "Stop being a slave to your business and the purpose is so you can have more life, live in freedom every day." Freedom is not putting out brush fires at your company. Freedom is not dealing with low performing employees. Freedom is not, "How are we going to make a profit?" Freedom is not being in debt. Freedom is all the things that we've talked about. And those seven core areas of life and

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those five core areas of business. Step six is your organizational chart. I will do a session on that during this series, because this is putting your team together. Right now, today, Santiago and [Joe Han 00:45:20] are in Las Vegas, handling it for me. Right now, their teams are performing at a very high level. Where did they start? They started right down here at the lowest possible position, when you get this right, and you start replacing yourself and building the team up, developing people and growing people and doing those things that I talked about last week, which How to Develop A Phenomenal Dream Team.

Howard Partridge ([00:45:56](#)):

And I have a video from one of our conferences, I think, that I have to see how good the replay... I don't remember what conference that was, but I did a whole session on that. And when you understand, I'm thinking about writing a book on how to build a phenomenal dream team, and so you have to replace yourself, then you have to develop people so that they can not only manage for you, but they can also direct and lead. And then of course, we need to develop a PRD for them. And then step 8, the last piece of it is creating your phenomenal marketing plan, using what we call the seven M's of marketing, but we're not done yet.

Howard Partridge ([00:46:49](#)):

That's the eight part game plan. But guess what you got to do? You got to implement the game. Oh, by the way, this sheet right here is thanks to Ellen Rohr and Cheri Perry. I learned from Ellen Rohr, the Master Projects List. You have an idea and you need a place to store that idea because you'll forget about it. So anything that you want to do, you just put it on the Master Projects List. And then Cheri came along and said, "What if we took the Master Projects List and we put them under our five categories?" Phenomenal. I had a client who has a home building company and what he would do is he'd be driving around Tennessee and he'd see some property he wants to develop. So he would acquire the property and then get his team all over to go over there and bulldoze it, start building houses.

Howard Partridge ([00:47:54](#)):

And they were like, "Talk about whiplash." They were just like, "We can't keep up. We still haven't sold all the houses in that last community and people haven't paid us yet. And so, we're still trying to clean up all this over here and now he's starting another community." And I said, "Well, tell me about that." He said, "Man, when I drive by these properties, I just see the neighborhood there." I said, "Well, can I ask you a question?" He said, "Okay." I said, "Well, just because you acquire it, just because you buy it, do you have to start building right away?" Said, "Well, we've got to generate money." And I said, "Well, how much money is over here that if you collected this money on the house, the projects you already have done and apply it [inaudible 00:48:45]." So I got him to think about this. I said, "Look, just buy the property, sit on it, and just put your ideas here on your white board, right here on Master Projects List and slow the roll a little bit, chief."

Howard Partridge ([00:49:03](#)):

Oh, he was so proud by the way, to drive me through one of those neighborhoods, there was this huge sign, I have a picture of it somewhere, says, "Another phenomenal neighborhood," or, "Another phenomenal community," or something like that. Thought it was great. By the way, have you guys had the Phenomenal Talk with anybody yet today? I met a guy in the elevator. He saw my shirt, I went down to get a bottle of water out of my car. And he said the word, he said, "Phenomenal." Oh yeah, we're off and running. So how are you going to implement all these things? The last piece on your game plan, on

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your Phenomenal Business Plan is your Phenomenal Four Projects. You could do anything that you want, you just can't do everything right now.

Howard Partridge ([00:49:58](#)):

You just can't do everything today. And then every day you're going to work on those projects. So take your business assessment, review those assessments, get with your coach and then identify your top four projects. Identify the one thing that's going to make all the difference, your highest priority project and take action every single day. When you get that project completed, you're going to erase and replace it so that you always have four projects. You always have four projects. You record them in your planner and you work on those projects every day. That's how you make continuous improvement. So the questions to ask yourself is, "What's going to have the biggest impact on my business in the next 90 days? What's going to have the biggest impact on my personal life in the next 90 days?" What should your focus areas be?

Howard Partridge ([00:51:05](#)):

It's going to be different for everybody because we're all in a different spot. Apply the one thing to your projects. And that is in any area of business or life that you're working on, ask the question, "What's the one thing I can do?" Assess it by doing it, everything else will be easier or unnecessary. For example, let's say you got debt and that debt's hurting you, like it was me, that, "Okay, if I pay off our debt..." Jim is on here, they had \$270,000 worth of debt when they joined Inner Circle.

Howard Partridge ([00:51:45](#)):

They paid it off in a little over two years. "So what happens when I pay off the debt? What are the things that will no longer be necessary? Well, I won't have to go to the bank and shift money from here to there. I won't have to take money out of my savings. I won't have to mortgage my house." Will it be easier? "Yeah, because we have money. We can operate it, we don't have debt. We don't have these big payments that have to go out." And there's so many things that get better. And then what happens is it gets better and better and better and better. And that is just one example.

Howard Partridge ([00:52:25](#)):

So we drill it down. We drill it down. What's the one thing that I can do all the way down to today? It's called the goal setting to the now. What's the dream? Where do I need to be in five years? Where do I need to be in three years? Where do I need to be in a year? Where do I need to be in six months? Where do I need to be a month from today? What do I need to be a week from today? What do I need to do today? And that's what the planner is all about. By the way, we're going to send you also... Christian Partridge, could you do me a huge favor? And that is send everybody a link in the chat for the... Or Michelle, either one, for the Simple Dimple Business Plan. Just copy the link in Inner Circle and then copy the link for the Inner Circle Member PRD and just send them those two links and have them put it in the replay tomorrow.

Howard Partridge ([00:53:31](#)):

Also, put those links in there. I want you to download these documents. I want you to have them printed out. I want you to have them on your desk, because what we did here is we created a PRD for you. So your PRDs could be very simple. Your performance results description can be very simple. Every day, you do your daily time capsule. You work on your Phenomenal Four Projects. You track your sales. Here's a form over here or you can use Ellen Rohr's daily... Sorry, the Financial Quick Check, the Weekly Financial

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Quick Check. If you want to be doing on the computer, you can do that. But what this does is this keeps you accountable to stay in touch with those numbers, track your upsells, then every week, you're going to review your sales by category for the week. You're going to review your sales by referral source for the week.

Howard Partridge ([00:54:31](#)):

You're going to review your P&L every week, attend the Tuesday Community Webcast, thank you for being here today. Attend your performance pod every week and attend your systems training. We do a weekly systems training on each one of our systems or access to training on the Inner Circle website. Every month, you need to go back and look at your P&L, month today, year today, compare it to your budget, compare it to the same period last year, review your monthly sales reports. This is just something that has to become a habit.

Howard Partridge ([00:55:11](#)):

And as Peter Drucker used to say, "Anything measured, improves." And then meet with your coach every month to review your progress. And every quarter attend the Inner Circle Conference so that you can get a 90 day reset and a 90 day refresh, get with a community. And in this case, we've got our theme is How to Master the Phenomenal Game of Business. And this is based on the work of The Great Game of Business, Get in the Game, How to Create Rapid Financial Results and Lasting Cultural Change. We're going to have one of the authors of this book, who is also the VP of The Great Game of Business. Look what Inc. Magazine said about this man, one of the Inc. Magazine's top rated speakers. So I want to show you guys real quick what's going to happen at the conference. I got the wrong link there.

Howard Partridge ([00:56:23](#)):

Bring it up. Can you guys see my screen? There we go. So I want to help you master this process, that's my goal, because a master... Have you ever seen a master at work? Whether it's a master chef or a master woodworker or whatever, it's just like, they make it look easy. And once you learn all these things and you learn how to master the game of business, you'll be able to get there faster. You'll be able to do it easier so that you can reach your biggest change in life. Going to be in Sugar Land, phenomenal hotel. And I'm going to show you some ways to simplify all of this. We've got Steve Baker in person, the guy is phenomenal in person. We've got Alan O'Neill, he started out as a plumber and built his company to \$9 million, sold it and then became the CEO for the company that acquired him.

Howard Partridge ([00:57:43](#)):

They've sold three times, I believe. And he kept stock in the company, became a multi-gazillionaire, just a simple plumber, simple plumber. Now he has, get this, 850 people under his leadership, \$170 million in sale. He'll answer any question you got for him. And then we're going to have the most inspiring keynote that I've ever witnessed in my life, Dr. Nathaniel Hearne, Coach Nate was one of the assistant coaches behind the famed primary and high school team that they made the movie Friday Night Lights and the TV show, the guy's phenomenal. And then I'm going to do a whole presentation on mastery. How do you really get there? And then Steve will be back the second day. And that is to show us how to implement The Great Game of Business. None other than Cheri Perry, she is now a Business Made Simple Certified Coach, and she will be leading us how to make your business simpler.

Howard Partridge ([00:59:05](#)):

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And we've been doing a group for since February, I guess, of this year. And these people now have sales funnels, they have their StoryBrand script. Tim was telling us the other day that his closing rate went from 30% to 60% or something like that, anyway, increased by 60%. And then we're going to have Mr. Tom Ziglar, who has a new book coming out and it's all about how to become a coach leader. Be sure that when you register, that you register for our post-conference workshop, there's nothing like spending a day with Santiago, Santiago leads some of our highest level members through EOS and Dream Team and things like that, so be sure to be there. Christian, would you put... Or Michelle, put the link to the conference in the chat please? Howardpartridgeinnercircle.com/conference. And go ahead and get signed up today.

Howard Partridge ([01:00:21](#)):

We have a few spots left for the... We're going to do a special VIP reception. You'll be able to meet and talk with Steve and Alan without the whole group there. This will be a smaller group Wednesday evening, before we start on Thursday, those of you who are be at leadership, that'll be at the end of your day. And if you click this little blue button right there, it'll take you to the agenda for leadership, which is not coming up for some reason. I'll get Victoria to fix that. Yes or yes? Yay. What question or comments do we have before we close? Oh yes. We have a very special guest, like-

Speaker 2 ([01:01:21](#)):

Super special.

Howard Partridge ([01:01:23](#)):

Super special, off the chain, you won't even be able to imagine, we haven't announced yet. Good. Thank you, Phil. Excellent, excellent, excellent. I'm just reading the chat right now. Anything you guys want to... Oh, wait, we got to hear from our coaches, Cheri, Christian, Jim. Keep praying for Rick and Brenda, they're doing better, but they're still in it. So pray for them. Cheri, Christian, Jim, what do you guys want to share?

Cheri ([01:02:12](#)):

[crosstalk 01:02:12] Oh, go ahead, Jim. You go first.

Jim ([01:02:15](#)):

I'll say ladies first, but go ahead

Cheri ([01:02:18](#)):

[crosstalk 01:02:18] Then I'll go first. Sure. So one of the things that you said right at the very beginning of the webinar, I think is so critically important because you said, "Oh, you've probably heard this quote before. Oh, here's another one you've probably heard before and so on." So it's just a great reminder that we don't need to be taught as much as we need to be reminded. So we pretty much know all of these things that you're talking about. And I love the fact that in a particular moment, in a particular season, just after some particular event, we're more receptive to hear things than we were maybe at other times. The other thing that I loved, what you talked about today is that guy who had all your stuff in the beautiful, clear wrappers, and I've got a big, beautiful library and I was just going through it just a few days ago.

Cheri ([01:03:05](#)):

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And I was like, "Oh my gosh, that's me." I mean, I would buy everything no matter where I went, but when you get hooked up with community, it's just like what Donald Miller says, right? "Fate is a terrible writer." So when you get seriously connected with the community, that community fills in the gap and helps you implement and helps you move forward. And that's the thing that I love so much, Howard, about what you talked about today. Also, the focus on the mission, because you said today that companies have good luck and bad luck, but when the bad luck shows up, a clear vision, not just yours, but your whole team's understanding of what that vision is, pulls you through to whatever the next thing is. And so today was just fantastic. And I cannot wait to peel it back with Tenacious Tuesday and Thirsty Thursday. Very cool.

Howard Partridge ([01:03:59](#)):

Pods. Love it, love it, love it. Yes. You can just call me your CRO, I'm your chief reminding officer. And so here's the thing. You still want to buy those books, you still want to buy those programs, you still want to have them on your shelf because when you decide, "I'm going to do X, Y, and Z, and I need that resource, I need that book, I need this over here," it's on your shelf. So I'm not saying don't buy products, don't join programs, but the thing is, is that then what we need to do is we need to have all those resources available to us.

Howard Partridge ([01:04:40](#)):

And then we need to determine, through assessment and coaching, "What do I need to focus on right now? What's important now?" That is the question under the priority principle is, what's important right now? What's most important right now? And hopefully we can move out of the urgent and operating in an urgent mode and start saying, "What's the most important thing for us to move to the next level? But when you're in a crisis, you got to, "What's the most important thing right now? Bail water, nothing else matters right now. Bail water, bail water, bail water." When we got the thing plugged and we can get back on course, then... So you know what I mean. Christian or Jim? Either of you guys want to share.

Jim ([01:05:38](#)):

Yeah. I'll jump on here just real briefly. And so this is the hazard of letting someone brilliant go first, is she said exactly what I was going to say [crosstalk 01:05:49].

Howard Partridge ([01:05:49](#)):

That makes it easy.

Jim ([01:05:50](#)):

Yeah. [crosstalk 01:05:52] Right. Yep. Really though, what I wanted to say, Howard, was really for you. You're about to go through something tough today. And I want you to know that everybody... I think I speak for everybody here that, hey brother, we love you. There's no doubt about it. Great big hugs. We may not be with you today, physically, but we are there with you spiritually. And we know the path that you're walking. We are so thankful that you are here and to be here today was very special for us. Thank you. We love you, sir.

Howard Partridge ([01:06:26](#)):

Man, I love you guys too, that's why I'm here. I didn't want to start a series and then bail on you. I was out for a whole month and at the same time, I don't feel like I have to be here. I know that there are a

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whole bunch of people on this webcast right now that could even teach what I taught, but I want to be here because of what you just said. Christian, do you want to share something?

Christian ([01:07:00](#)):

I put in the chat, it's pretty much what Jim said after what you and Cheri said, I didn't have a whole lot of things to add on. I felt like I would have been talking in circles. I thought it was great. I appreciate you being here today. I didn't know you're going to be here. So when I saw you on there, I was happy about it. So that was a great webcast. I just went through this on the fundamentals training, going through The Simple Dimple Business Plan. So I think it just reinforces the importance of having a plan and working through. Even though it's called Simple Dimple, it's really effective. And it does a lot, not just for you, but for your coach too. And it's a big piece of the program. So for those that haven't done it yet, obviously we're going to be talking about it. So hopefully this will be a good opportunity for people to really dive into it. So [crosstalk 01:07:46] thank you.

Howard Partridge ([01:07:48](#)):

You just helped me to change my title, instead of chief reminding officer, I'm the chief reinforcing officer.

Christian ([01:07:58](#)):

Love it.

Howard Partridge ([01:07:59](#)):

So it's weird to be on here and to see my son sitting in a dream office, at the Dream [inaudible 01:08:10].

Christian ([01:08:10](#)):

That's because I ain't got no good WiFi anywhere else, chief, and people in my pod know that goes, so.

Howard Partridge ([01:08:17](#)):

Did you have Victoria check the WiFi on her computer? Let's have her do that over there.

Christian ([01:08:23](#)):

Sure. [crosstalk 01:08:24].

Howard Partridge ([01:08:24](#)):

Okay. Well, I'll be there for dinner, I'm going to leave right after this and I'll be there hopefully by 6:30, so I'll see you tonight, chief.

Christian ([01:08:35](#)):

All right.

Howard Partridge ([01:08:36](#)):

Okay. I love you, boss.

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Christian ([01:08:37](#)):

I love you too, chief.

Howard Partridge ([01:08:40](#)):

Let's see. What else was I going to... Anything else before we close?

Cheri ([01:08:52](#)):

Howard, I was going to say, [crosstalk 01:08:54].

Howard Partridge ([01:08:53](#)):

I know what I was going to do.

Cheri ([01:08:56](#)):

Howard, I was just going to tell you that if you do get a chance to add a CRO to your staff, I'm telling you, it makes a big, huge difference. We have two gals in our office that are operating as our chief reminding officers and their job is to remind the staff of why they are at work every day. I mean, they don't remind them every day, but they have their personal goals. And, "Why do we go to work?" "We go to work to make our life come true, to do the things we want to do." And so we've actually implemented having two CROs and it's on their business card. They are the chief reminding officers in our organization and it's pretty cool. It's pretty cool.

Howard Partridge ([01:09:34](#)):

Love that. Love that. I know what I wanted to do real quick before we closed. Garrett, who's this with you?

Garrett ([01:09:42](#)):

Hey Howard, this is Gabriel, this is my son Gabriel. And [crosstalk 01:09:46].

Howard Partridge ([01:09:46](#)):

How are you doing, Gabriel?

Gabriel ([01:09:47](#)):

Good.

Garrett ([01:09:48](#)):

So you might've seen my daughter in and out of here a little bit earlier. She's running around here too. So, coming off the weekend, instead of running straight into the office or straight into work, I'm getting a couple of things started from here at home and then catching the daily grind of things.

Howard Partridge ([01:10:06](#)):

Awesome. So Gabriel, how old are you?

Gabriel ([01:10:11](#)):

Six and a half. No I'm seven actually. [inaudible 01:10:14].

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Howard Partridge ([01:10:14](#)):

Wow, big boy. Has your dad [crosstalk 01:10:18] had the Phenomenal Talk with you yet?

Gabriel ([01:10:23](#)):

[inaudible 01:10:23].

Howard Partridge ([01:10:25](#)):

Okay. All right. Well, tell him to do that [crosstalk 01:10:29]. Tell him when you get off, say, "Dad, tell me why I'm phenomenal." Okay? And what does phenomenal mean?

Gabriel ([01:10:37](#)):

[inaudible 01:10:37] I don't know.

Garrett ([01:10:37](#)):

We'll have to work on that too.

Howard Partridge ([01:10:42](#)):

Got to work on that, that means great, amazing, unbelievable. All right guys. I love y'all and we will see you soon. Get registered for the conference. We'll open up virtual registration at some point, but we want as many people to be there in person as possible because... Garrett, let me see if I can... There we go. Okay, oops. We want as many people to be there as possible because a virtual community just ain't as good. And I know that everybody can't be there, but those of you who can, would love to see there. It's going to be amazing. We're so excited about this particular conference. All right. Anything else before we close? Somebody else just showed up. Who's this, Gabriel? Gabriel, is this your sister?

Gabriel ([01:11:55](#)):

Yes. [crosstalk 01:11:57].

Howard Partridge ([01:11:57](#)):

Okay.

Gabriel ([01:11:57](#)):

It's Abigail.

Howard Partridge ([01:11:59](#)):

Abigail, how old are you?

Abigail ([01:12:02](#)):

Five and a half.

Howard Partridge ([01:12:05](#)):

Five and a half. Okay. All right. Well, your daddy's going to tell you about being phenomenal.

Garrett ([01:12:12](#)):

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That's right.

Howard Partridge ([01:12:13](#)):

Okay?

Abigail ([01:12:13](#)):

Okay.

Howard Partridge ([01:12:14](#)):

[inaudible 01:12:14]. So cute.

Cheri ([01:12:14](#)):

You have to bring these guys on Thursday, Garrett, you've been holding out [crosstalk 01:12:23] Abigail and Gabriel on Thursday.

Howard Partridge ([01:12:27](#)):

Yeah.

Garrett ([01:12:28](#)):

[inaudible 01:12:28].

Howard Partridge ([01:12:30](#)):

I love it. Okay, everybody, have a phenomenal day. Today's going to be phenomenal. My family is in a great place right now. They are happy for my brother. It was a terrible existence for him and today he's dancing in heaven. So they'll be rejoicing today, but I appreciate your love, your support. And again, can't wait to see you guys in person and I can't wait to see my kids tonight. Bye everybody.