



HABO VILLAGE

Helping Leaders Build Passion & Provision® Companies



PASSION & PROVISION®
BLUEPRINT

THERE ARE A NUMBER OF PIECES TO CONSIDER WHEN CREATING OR MAINTAINING A SUCCESSFUL BUSINESS.

Like, how do you go about leadership development? Or, how will you manage everyone and the day-to-day operations? How can leadership, management, as well as marketing help you to continue to have the cash to pay all your bills? And how can you do all of this and still be able to find the joy in your business?

Within the 6 areas of business there are strategies and considerations to be made. This blueprint will outline all of those for you and give you the ingredients you need to see where you should place your focus right now.

Listen, I understand that building a company filled with profit and joy (what we call Passion & Provision®) can be hard. Finding the pieces, or ingredients, that lead you to passion and provision can be like a breath of fresh air that you desperately need. Plus, it gives you and everyone working with you the happiness, meaning, and purpose that everyone in life craves.

If you don't know where to start, you might be stuck feeling overwhelmed with no easy way out. No one wants to get stuck there, believe me. I've been there, done that... so now you don't have to.

My goal with this PDF is to hand down decades of experience and lessons learned on owning a small business while also giving you the ingredients you need to build a Passion & Provision® Company.

Get ready- you are getting closer to living out your dreams!

Let's go!

Keep growing,

Michael K. Redman

Founder & CEO

HaBO Village & Half a Bubble Out Marketing

P.S. If you have any questions involving the Blueprint, please ask! We will expand on each of the 6 ingredients and supply examples within the HaBO Village Passion & Provision® Course – which I hope you will join us for!



Passion & Provision® Blueprint



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Introduction

"Let's start at the very beginning, a very good place to start."

- DO-RE-MI FROM THE SOUND OF MUSIC

LAYING THE FOUNDATION

OUR DREAM FOR YOUR COMPANY

- Defining Passion & Provision®
- Having a P&P perspective
- Attitudes for Success
- The Blueprint for Success
- Defining and measuring competency in the 6 areas of a P&P Company
- Working "on" versus "in" your business
- The power of stepping into your calling, contribution, & legacy



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Vision

"The best way to predict the future is to create it." – **PETER DRUCKER**

THE RELEVANCE & POWER OF A COMPELLING VISION

- Brings focus
- Motivates both you and your team
- Propels you toward the future
- Provides a direction that is transferable
- Short-term vs. long-term objectives

THE ELEMENTS OF YOUR VISION

- Core Values
- Core Purpose
- Big, Hairy, Audacious Goal
- Detailed Description

WHAT ABOUT A MISSION STATEMENT?

- Vision vs. Mission
- Mission Statement vs. Value Statement

Leadership Pt. 1

"Leaders are developers, team builders, imaginers, culture caretakers, roadblock removers and inspirers. Their success depends on enabling the success of others" – **ISABELLA DIAZ**

DEFINITION OF LEADERSHIP

- People
- Tasks

INNER GAME (PERSONAL DEVELOPMENT)

- How do you make sense or meaning of the world?
- How do you make decisions?
- What are your values/spiritual beliefs?
- Emotional intelligence
- Expectations of the world
- Your identity

COMMUNICATION

- Vision
- Strategy
- Culture
- Clarity
- Frequency
- Visual, audible, and written

WHAT P&P LEADERS DO

- They persevere
- Empower & protect
- Fulfill the 4 premises of leadership

Leadership Pt. 2

HOW DOES YOUR LEADERSHIP RATE?

- With your customers?
- With your employees?
- With your stockholders/investors?
- With your family?
- With yourself?

WHAT KIND OF LEADER ARE YOU?

- Relationship vs. Task
- 5 Categories
- 18 Competencies
- Reactive vs. Creative

WHAT'S YOUR LEVEL OF LEADERSHIP?

- Developmental stages
- 5 emotional levels of leadership

Management & Operations

"The conventional definition of management is getting work done through people, but real management is developing people through work."

- AGHA HASAN ABEDI

3 CORE COMPONENTS

- Systems – Developing clear systems
- Resources - Assessing your resources
- People - Having the right people in place

3 CORE ATTITUDES OF MANAGEMENT

- Empower
- Protect
- Respect

7 CORE TASKS

- Hiring
- Assessing
- Goal Setting
- Communication
- Accountability
- Trust
- Public Recognition



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Management & Operations, cont.

7 CORE TASKS

1. Hiring

- Understanding the role you need to fill
- Hiring to core values
- Attracting the right people
- Sorting through your options
- Interviewing skills
- Onboarding

2. Assessing

- People's overall performance
- Determining what quality looks like
- Setting Key Performance Indicators (KPIs)

3. Goal Setting

- Setting SMART goals
- Assigning well

4. Communication

- Once is never enough
- Creating safety
- Verbal and written

Management & Operations, cont.

7 CORE TASKS, CONT.

5. Accountability

- Motivation to achieve results
- Did the job get done?
- Did it get done to the desired standards?
- Clear discipline and action steps

6. Trust

- Competency
- Character
- 5 areas

7. Public Recognition

- Peer Recognition
- Supervisor Recognition

Marketing & Sales Pt. 1

"Marketing is not a function. It is the whole business seen from the customer's point of view."

– PETER DRUCKER

TIMELESS PRINCIPLES

- Frequency and Reach
- Crafting a compelling message
- Reputation vs. Bonding
- Why most marketing fails

KNOW YOUR MARKET

- Who to ask
- What to ask
- Getting answers you can act on

UNDERSTAND YOUR CUSTOMER

- The power of actionable research
- Development of Buyer Personas
- Finding the ideal client



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Marketing & Sales Pt. 2

REAL GOAL OF MARKETING

- Stages of intimacy
- What people believe the goal is
- What the goal actually is

8 STAGE VALUE JOURNEY

- Understanding the Value Journey
- Crafting the Value Journey for your own product/service
- Aware
- Engage
- Subscribe
- Convert
- Excite
- Ascend
- Advocate
- Promote

CORE DISCIPLINES OF DIGITAL MARKETING

- Conversion funnels
- Content marketing
- Demand generation
- Email marketing
- Social media
- Search marketing
- Data and analytics
- Testing and optimization

Finance

"We all long for noble purpose, and we have to pay the mortgage"

– ROBERT J. ANDERSON AND WILLIAM A. ADAMS

LEARNING YOUR FINANCES

- Business vs. hobby
- Understanding your financial story
- Cash vs. accrual accounting

KEY FINANCIAL REPORTS

- Income statement
- Balance sheet
- Accounts receivable
- Cash flow projections

PERSONAL RELATIONSHIPS

- That you have with money
- Gathering other smart financial people to help



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Culture

"Culture is not an initiative. Culture is the enabler of all initiatives."

– LARRY SENN

ATTITUDES OF A P&P CULTURE

- Recognizing that culture impacts performance
- Believing that you can and must shape culture

CREATING A P&P CULTURE

- Safety
- Vulnerability
- Purpose
- Intentionality
- Hiring



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Final Thoughts

Creating a Passion & Provision® company will be one of the most rewarding (and profitable) adventures you embark on as a leader. It creates stability, reduces stress and will deepen relationships with your employees and customers.

However, it is important to build your company with a holistic strategy. Without this you'll work a lot more, experience high attrition and things will get unnecessarily stressful...and nobody wants that. This is why we've poured so much into this blueprint. It's a comprehensive outline for the main areas of business, for you to think about and implement in your company.

Your next step is to join us in HaBO Village. It's going to be awesome, and we can't wait to see you there!



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