



## EXECUTIVE SUMMARY

### (Analyzing your existing Business Model - Module 2 of 5)

### “What needs work?”

#### ACTION PLAN

1. Within the 8 areas of **THE BUSINESS MODEL**, start from your strongest area and think of **EASY** tweaks to your model. That is, let's get some momentum by completing some easy items
2. Pick a key employee to two to meet with for an hour. Pick their brains as to how the business model could be improved. One of the keys to improving your model is the **ABILITY TO THINK LIKE A CUSTOMER** the longer you have been in business, the more you lose this ability. Meet with those in your company that do well in the shoes of the customer.
3. **BRAINSTORM** potential model improvements subconsciously. Keep model improvements on your mind and great ideas will come
4. Do not get too committed to any action plan. Next week is the laundry list of all the model improvement ideas. Once you have heard the whole list, then you can **HONE IN** and begin the real work.

#### CASE STUDIES

- **Upside of a Business Model Adjustment**
  - Lawn & Garden OEM Supplier ----► Dealer Direct Supplier ----► Consumer Direct Supplier
  - See detailed chart
- **Downside or Lack of Adjustment**
  - Warehouse Automation Company
    - High profit player in new niche ----► Me-too vendor ----► Struggling for survival as CDW steals market share
    - Great quote from \$12MM lighting distributor “If they carry it Home Depot, you won't find it here.”

#### TOOLS

- OEM supplier business model flowchart
- Customer profitability analyzer

#### RESOURCES

- **Business Models Secrets Audio Replays** (lessons available at) <http://www.51errors.com/BMS1.html>
- **Dimdim.com** Free WebEx-type service for 2 or less. <http://www.dimdim.com>

#### NEXT STEPS

We have a busy Module 3 in a week. Come well-rested and energized as we have a ton to cover.