

RECIPES FOR SUCCESS



Experienced business owners will tell you there's no clear recipe for success. On the contrary, winning in business is more about understanding the way different elements work together and being nimble enough to make changes as needed. It's a blend of art and chemistry, not a frozen TV dinner.

This short guide outlines proven strategies for growth and profitability.

 **PLANNING**

 **PEOPLE**

 **PERFORMANCE**

PLANNING

Understanding what you're trying to create is the first and most critical element. Too many business owners get caught up in the operations and day-to-day details, without taking the time to actually sit down and focus on planning.

Often, the key to growth and increased profit is remarkably simple: create a plan and write it down.

Businesses with a written vision

**GROW
50% FASTER**

**THE
BIG IDEA**

Going from good to great means documenting a clear vision.

**PLANNING
IN PRACTICE**

An annual planning session is the perfect way to make dreams pay dividends.

Companies with defined
marketing plans and analysis

**THE
BIG IDEA**

Marketing plans work, when created thoughtfully and revised as needed.

**GROW 30%
FASTER**

**PLANNING
IN PRACTICE**

Simple gets it done: Start with a 1-page plan. Once you see what's working, revise and expand the plan.

PEOPLE

People are the driving force behind every business, and in order to thrive it's important to nurture both customers and employees. Customers who keep coming back will keep spending more (and bringing their friends). Employees who are engaged will work harder and become your best salespeople.

So put people first and profits will follow, because attracting new customers and training new employees is a lot more expensive than taking care of the ones you already have.

Increasing client retention by 5% can

INCREASE PROFITS

85%

**THE
BIG IDEA**

Customer loyalty is the key to increased profits.

**PEOPLE
IN PRACTICE**

Retention begins with a plan; make it an essential part of your annual strategy.

Owners can

INCREASE MARGINS

3X

when their employees are
exponentially engaged.

THE BIG IDEA

With employee
engagement at
just 30%,
businesses are
missing out.

PEOPLE IN PRACTICE

Focus on three
main elements
to nurture a
successful staff:
Empowerment,
Teamwork, and
Leadership

PERFORMANCE

If you don't know how you're doing, you won't be able to make the best decisions. Like tasting a dish to know when it needs more salt, measuring the performance of your business in real time provides you with critical information. Additionally, the way your company performs for your customers will determine their experience, and how much they're willing to pay for it.

Focusing on performance isn't just a good idea, it's a proven path to financial success.

Business owners who
track metrics monthly

**THE
BIG IDEA**

Tracking Key
Performance
Indicators is
the path to
greater ROI.

**EARN 60%
MORE**

**PERFORMANCE
IN PRACTICE**

Profit-focused
businesses rely
on finance and
marketing
dashboards
that are routinely
updated.

85% of customers will
pay up to 25% more for

SUPERIOR SERVICE

THE BIG IDEA

High-performing
customer service
is a key driver of
profitability.

PERFORMANCE IN PRACTICE

Tools like Net
Promoter Score
allow owners to
monitor and im-
prove customer
satisfaction.

LEARN MORE ABOUT HOW TO GROW YOUR BUSINESS

 **PLANNING**

kinesisinc.com/planning

 **PEOPLE**

kinesisinc.com/people

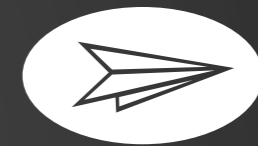
 **PERFORMANCE**

kinesisinc.com/performance



ABOUT KINESIS

Ranked #65 in Portland's 100 fastest growing private companies, Kinesis acts as a virtual marketing department for businesses that have reached \$1 million in annual sales. We work with ambitious, open-minded business leaders looking for an alternative to tired, ineffective methods of marketing.



503.922.2289

KINESISINC.COM

REFERENCES

PLANNING

- *State of the Business Owner, 2012 Edition*
- *State of the Business Owner, 2012 Edition*

PEOPLE

- *Zero Defections: Quality Comes to Services, Harvard Business Review*
- *The Power of Three, Towers Watson*

PERFORMANCE

- *State of the Business Owner, 2012 Edition*
- *2010 Customer Experience Report, Right Now*



503.922.2289 | KINESISINC.COM