



Philip Rose



An aerial photograph of a person standing on a red and white surfboard, riding a wave in clear turquoise water. The water's surface is textured with ripples and small waves. The bottom of the image is partially obscured by a large, white, torn-edge graphic that serves as a background for the text.

***Are you Making (enough)
Time for Growth?***



The Plan today

- Why
- Who – you; me
- What – three tools for you to use
 - Context
 - Vision
 - Time
- How

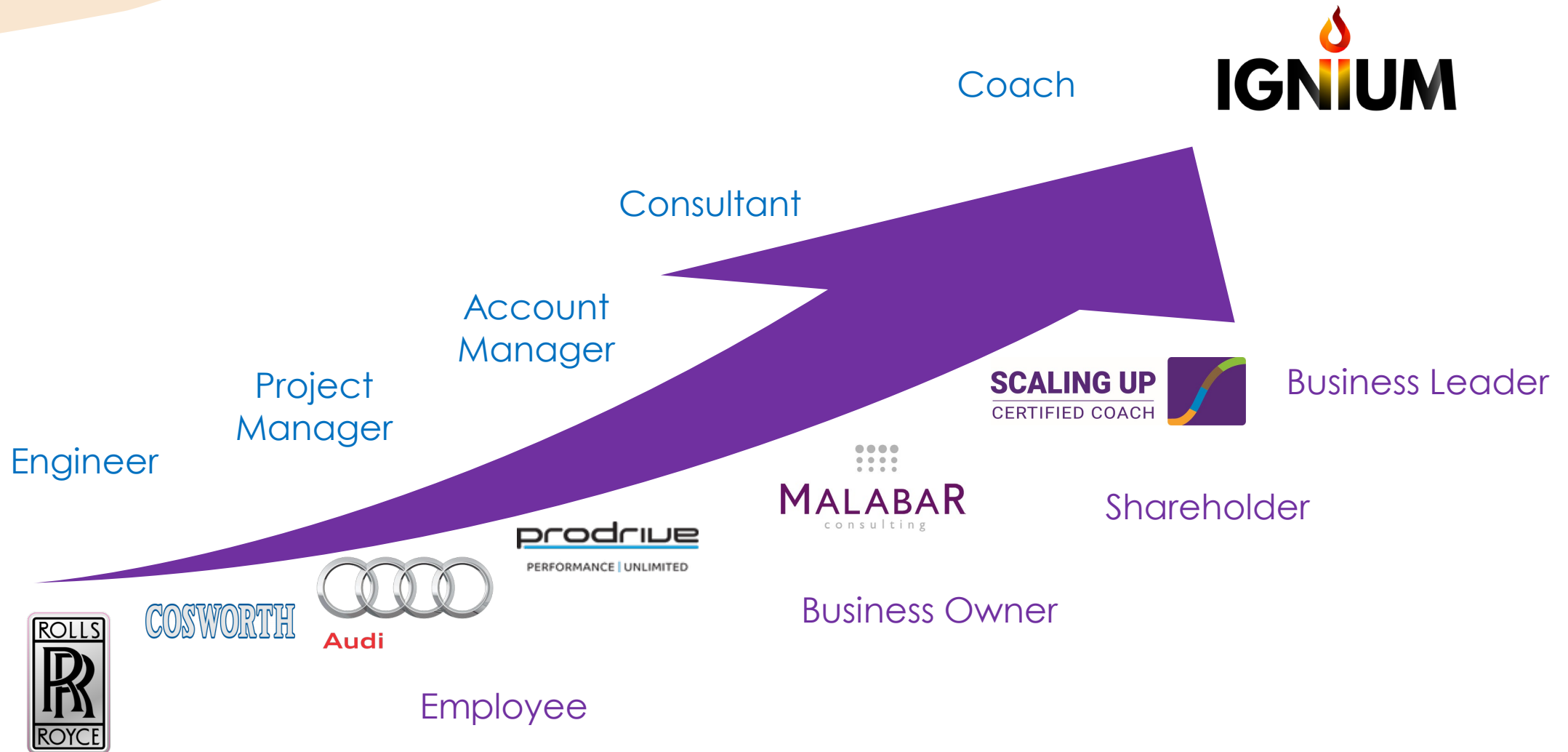
An orange brushstroke graphic with a rough, textured edge, resembling a paintbrush stroke. The word "WHY?" is written in white, italicized, serif font in the center of the stroke.

WHY?

- **To Inspire...**

- ... Business Owners and Leaders to create the life they truly deserve
- ... people to step up to leadership and realise they have choice about how to manage their time
- ... People to take action...

Phil Rose: Who



What: Phil Rose

- “Executive” (121 and team) Coaching
- Scaling Up / Business Growth Coaching
- Leadership Training & Development



Philip Rose

I Help Founders & Business Leaders Scale Their Business by Focusing on their Purpose, Realig...



WHO: Our clients...



Westway CT

Coaching
Scaling Up Business Growth
Leadership Development




PORSCHE



Professionals

Executive Coaching
Change Management
Leadership Development





6 Cs

&

2 Ps

Coaching -- AND -- Consulting

Culture -- AND -- Commercial


Context -- AND -- Content

Purpose -- AND -- Prosperity

GROWTH



***What does growth
mean to you?***

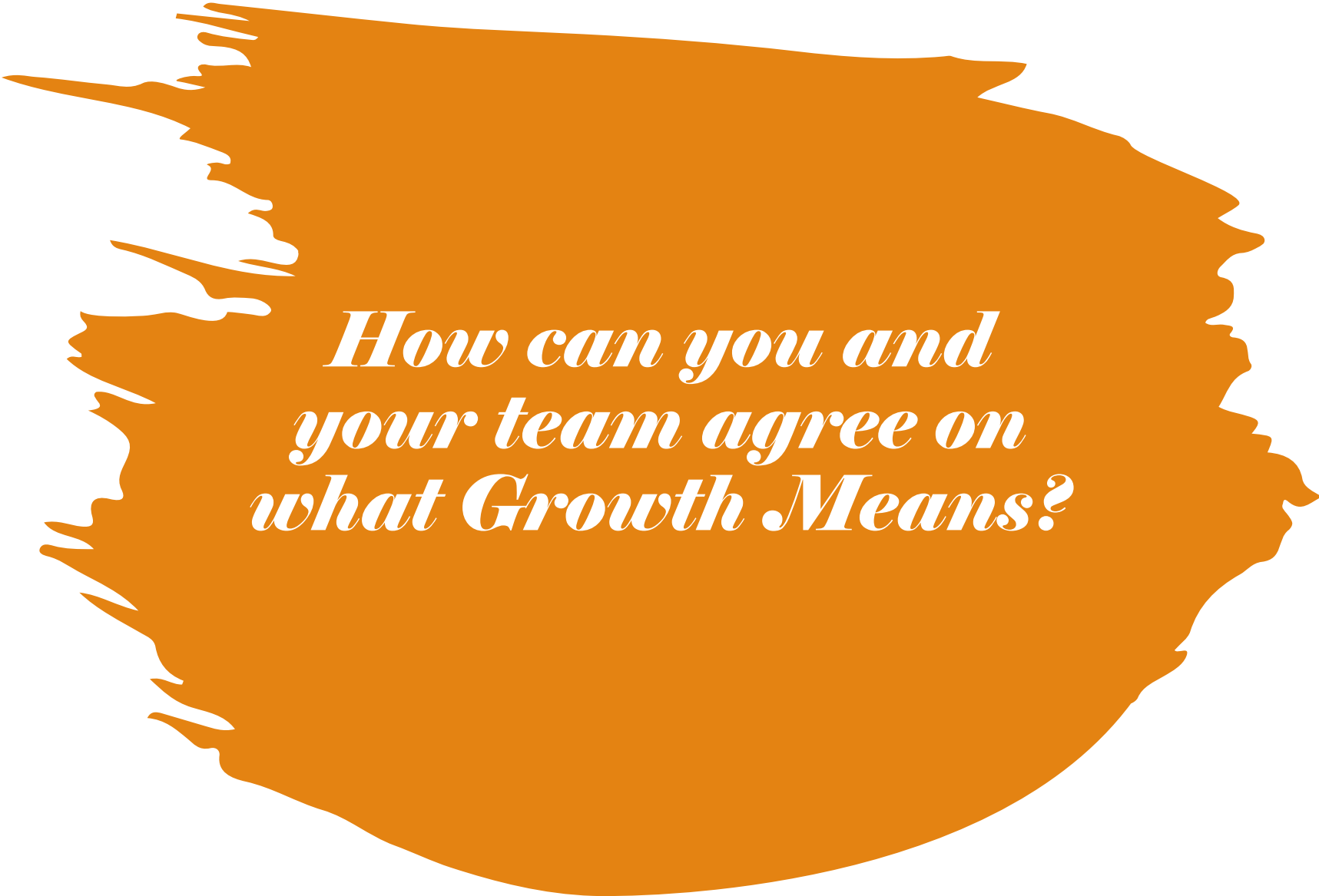


***Spend a moment to get
clear on the concept of
Growth in your
business...***

What is growth? Some thoughts...

- Growth for your business...
 - Revenue growth
 - Profit growth
 - Valuation growth
 - Capacity growth
 - Market share
- Growth in the economy
- Personal growth
- ...?



A large, irregular orange brushstroke shape serves as a background for the text. The edges are rough and textured, resembling a paint splatter or a hand-drawn shape. The color is a vibrant orange.

*How can you and
your team agree on
what Growth Means?*

The Context for today is ...

Business Growth

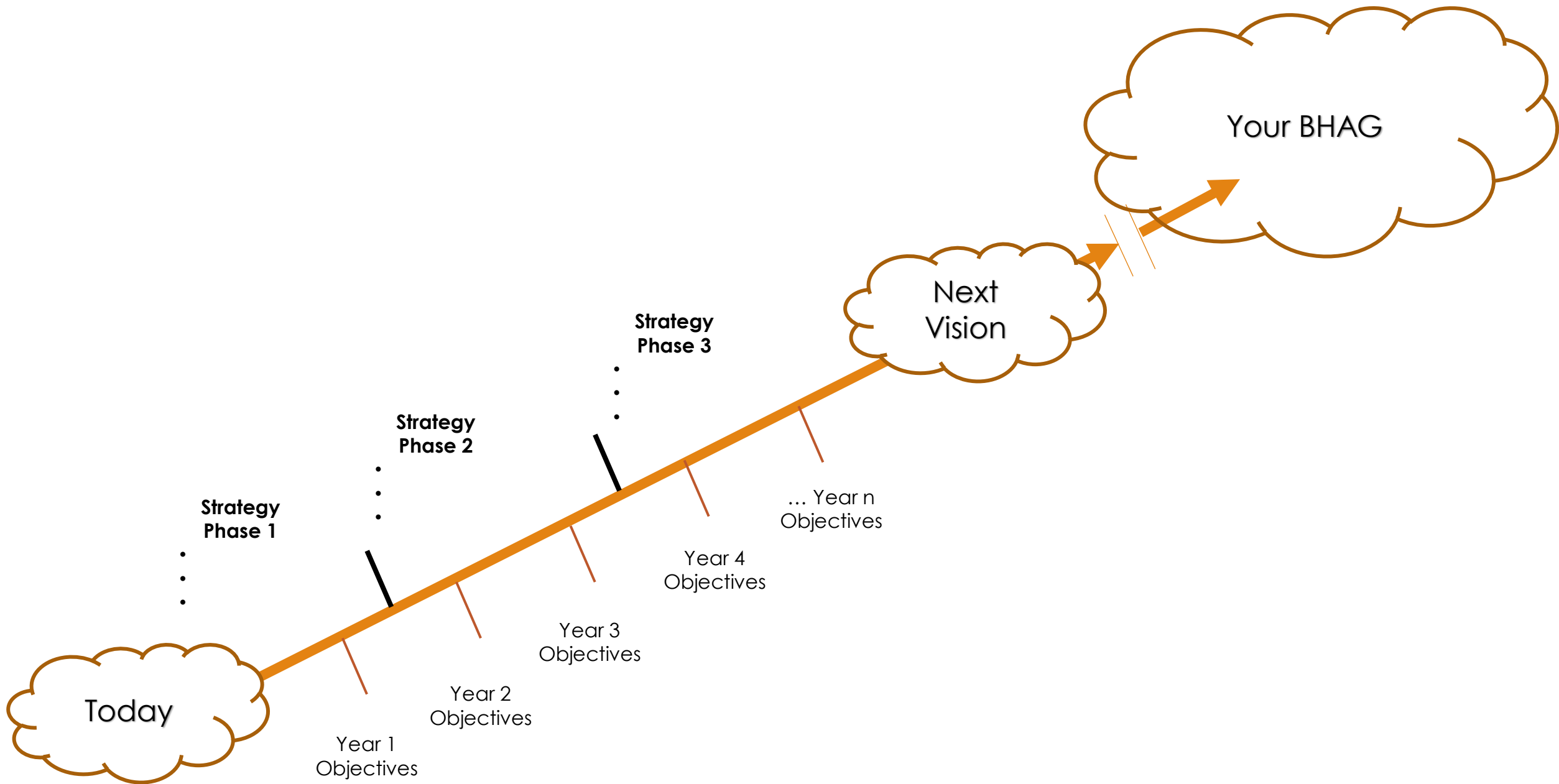
...in today's climate



Your Vision

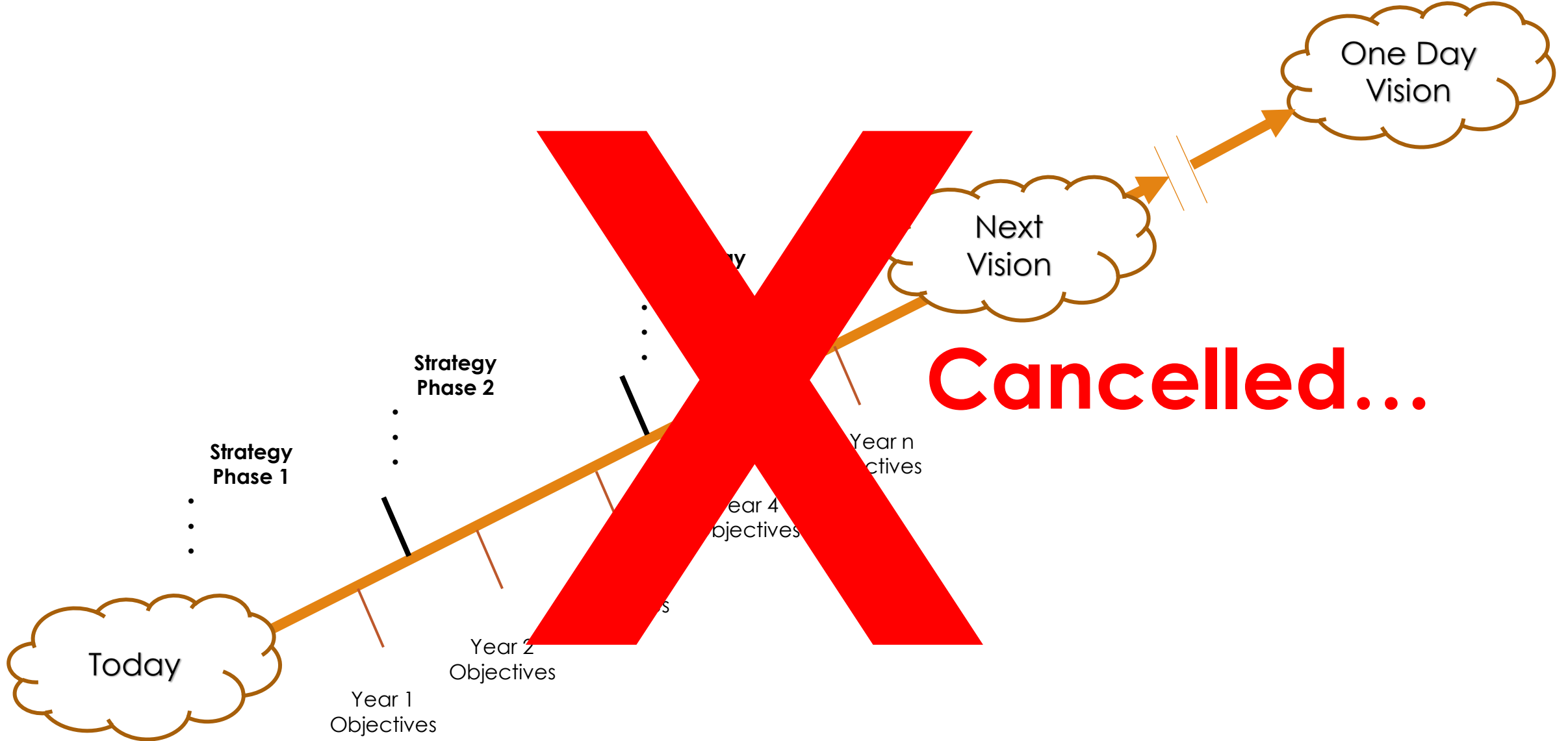


Your Strategy... last month



A photograph of a winding asphalt road on a steep, grassy mountain slope. The road curves through the landscape, disappearing into the distance. The sky is filled with dramatic, low-hanging clouds, and the lighting suggests a sunrise or sunset, casting a warm glow over the scene. The text "Your Strategy... now..." is written in a red, handwritten-style font across the lower-left portion of the image.

Your Strategy... now...



Questions to ask yourself - future

- What do you really want to do?
- Paint a picture/describe the future you are looking to create
- Talk about your vision ... not how you'll do it
- What specific outcomes are you looking to achieve?
 - Commercial
 - Cultural
- What would achieving your vision mean for you personally?
- How will you know when you're there?
- What do you not want?

Questions to ask yourself - today

- On a score of 1 to 10, where are you now relative to your vision?
- What have you achieved so far?
- What are you most proud of?
- How do you feel about where you are (positive & negative)
- Is that OK with you?

3 Tools

- Context
- RISE / C
- Your Capacity

TOOL #1

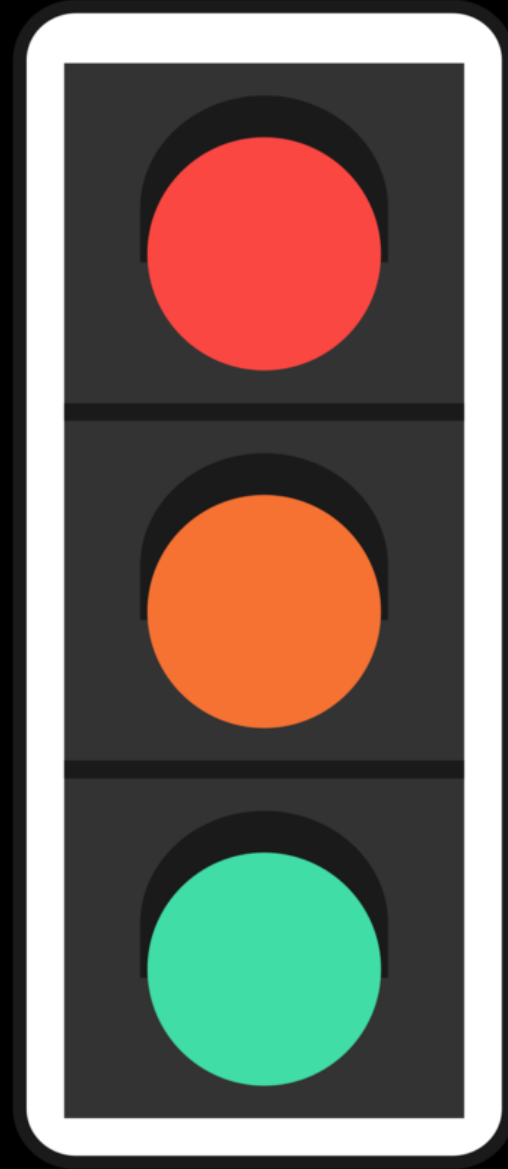


Context is Key

- Getting on the same page...

RED

***My Context
is...***





Context is Key

Examples of Fruits

Context is Key

- Getting on the same page...



Context is Key

- Getting on the same page...



My context is
energy

*When you set
yourself a goal,
and take
massive action to
achieve it, at
SOURCE... you
will succeed*



Making time for growth...

It's all very well having a compelling Purpose, and a clear Vision but to create a Strategy... .. you 'need' to make time to create it, agree it and execute it...



TOOL #2

Planning...

- You know what your vision & growth plan looks like...
- Making time for growth is key
 - ...but, Planning = frustrating to most people
- Introducing...

R **IS** **E** / **C**



Revenue

Infrastructure and Systems

Equity

Culture

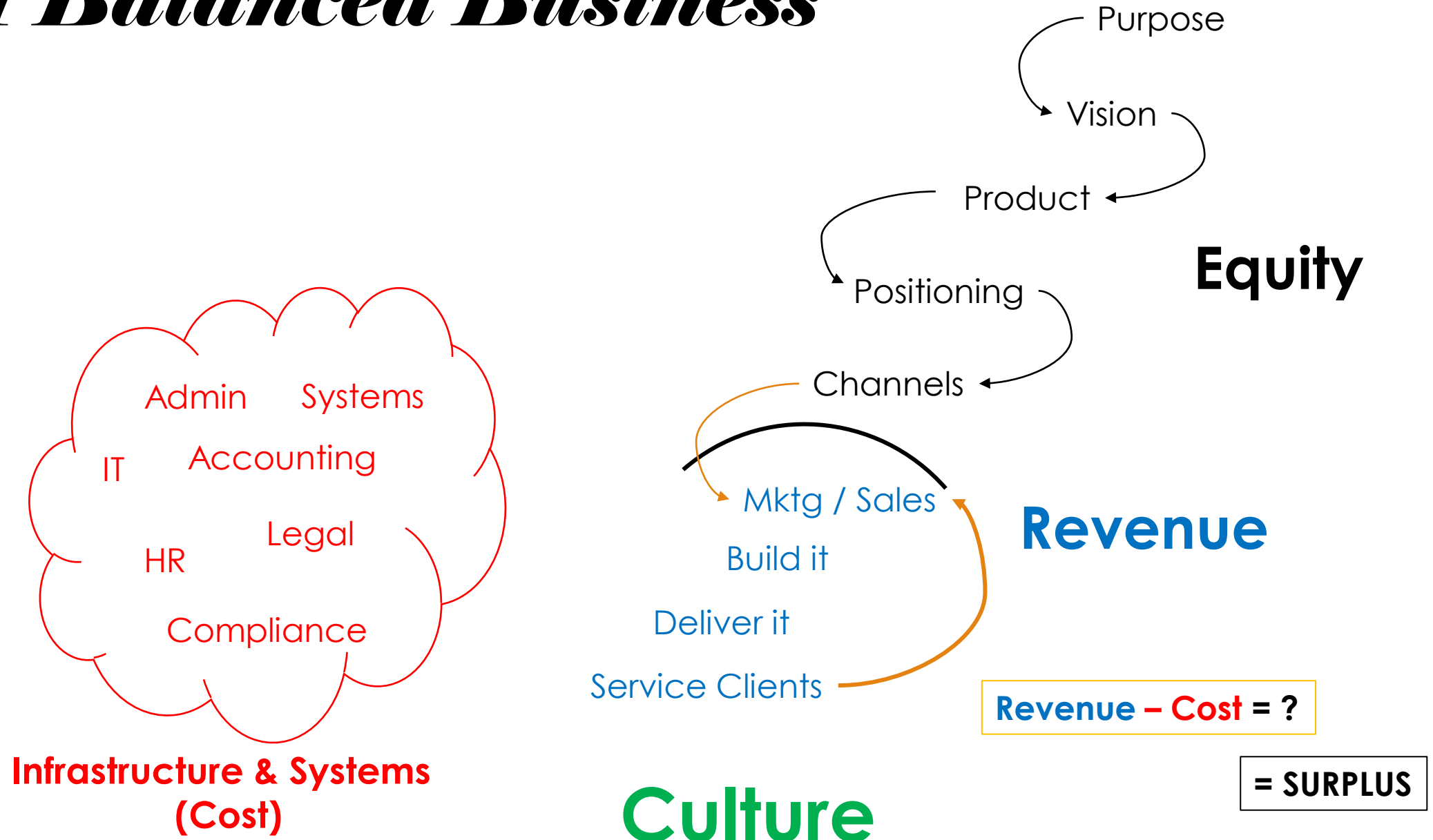
Four sides to every business...

- In any business there are four key elements...

R/IS/E/C

- How are you spending your time?
- Slow down to speed up...

A Balanced Business



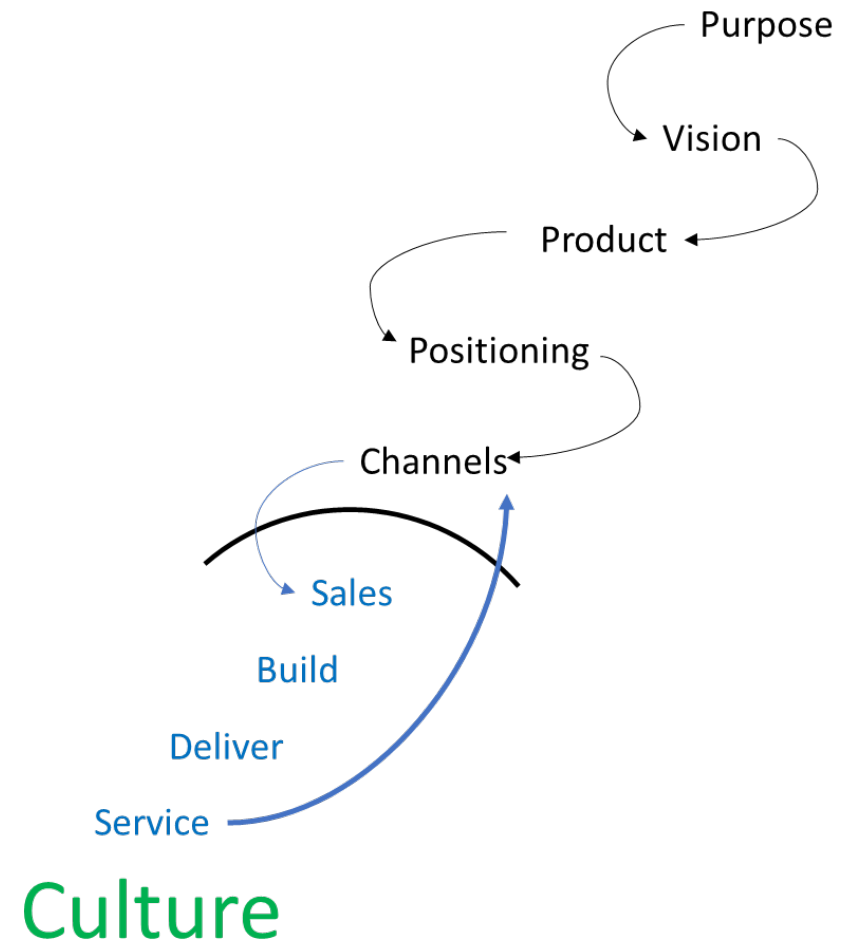
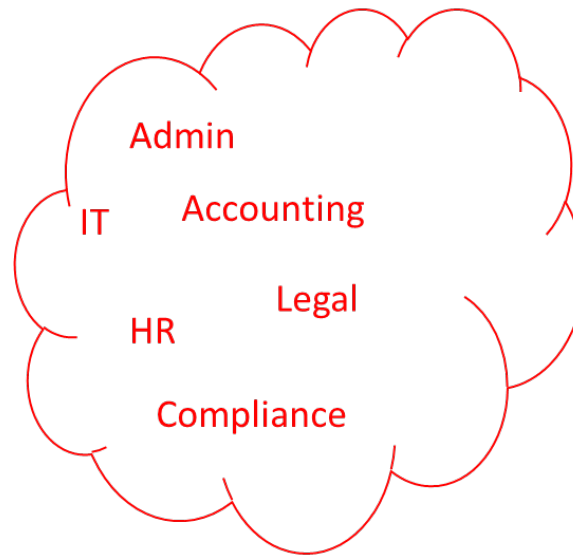


Take a few minutes...

**Where are you
spending your time?**

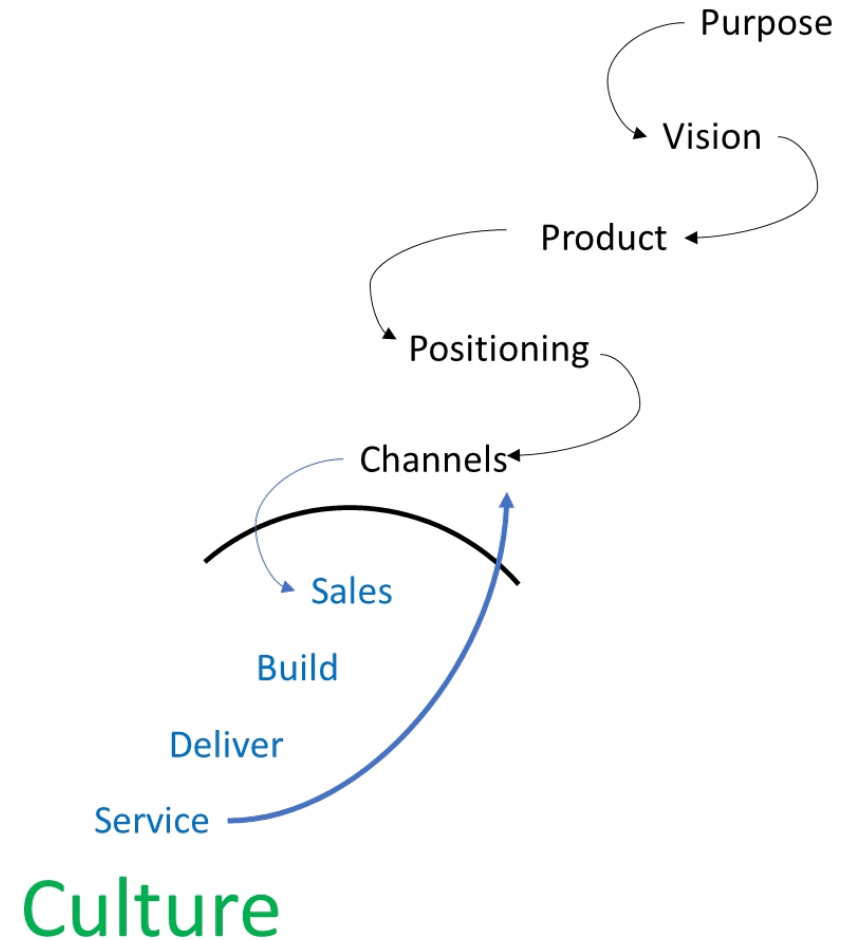
Where are you spending your time?

- Time analysis
- Too much...
 - Revenue?
 - Infrastructure / Systems?
 - Equity?
 - Culture?
- Not enough?



What does it all mean for your business?

- If you only focus on **Revenue** and **Infrastructure** you'll not reach your potential!
- If too much on **Culture** where will your revenue come from?
- If all on Equity creation...
- We all need to make time...




TOOL #3


Understanding your Capacity – an alternative approach...

- (only) 6 Growth Strategies (contextually)
- 100s of Productivity Strategies




- 
- Imagine the capacity of your business, or your day, as a Glass
 - Imagine it with an amount of water in.
 - Picture it now.
 - You know how big the glass is and you know how much water you can put in it.



- 
- What happens if you try to overfill it?
 - Simple, you get wet as it runs over the top!
 - If you fill your glass to the very top and try and hold it, it soon becomes uncomfortable without spilling it!
 - So why do most people want to fill their business 'glass' to the top...?



- 
- What's best for 'comfort' & Success in your business?
 - The general answer -> about 80-90% full.



Now visualise this...

- Visualise the top of the glass as the maximum revenue your business can produce with its existing resources in a given period. If the water level in your glass represents your current revenue then how full is your 'glass' today?
- In business the size of the glass represents the maximum capacity your business has for generating revenue.
- What is YOUR maximum Capacity?
- If you know the current revenue of the business, how much more 'water' can you put in your 'glass' to reach your intended optimum run rate (and still manage it comfortably?)

It's about feelings...

- Running a business is as much, if not more, about feelings as it is logic...
- So how do you want to be feeling in your business?
- What would the ideal be?
 - Manageable?
 - Comfortable?
 - Stressed?
 - Manic?
 - Relaxed?
- What do you need to do to create that feeling?

YOU have a choice



There are only 6 ways to grow a glass...

- Increasing the capacity of the glass means getting a bigger one. So what's the parallel in business?
- To grow the glass you need to get a new, bigger one! Bigger Glass equals more water potential.
- So, how do you increase the capacity of your business to generate more revenue?

6 Contextual Choices

- Re-aligning your market 'Positioning' and Pricing
- Active Customer Management
- (New) Product Development
- (New) Market Development
- More – more People, more machines etc
- Joint Ventures

Getting more revenue from your business without adding more resources to the mix?

- It's all about productivity. There are many ways of improving productivity and generating more revenue or making more use of your time such as:
- Developing:
 - Your skills so you can manage your time better
 - your team to do their jobs better
 - the team to work more efficiently
 - the quality of the systems and processes you use
- Ensuring everyone knows what their job is in order to reduce duplication
- Coaching your team to improve their capabilities and mindset about what is possible ...

A large, glowing lightbulb is the central focus of the image. The bulb is made of clear glass and has a visible filament inside. It is illuminated from within, creating a warm, yellowish glow. The background is dark and out of focus, with some faint reflections visible on the bulb's surface. The text is overlaid on the lower part of the bulb.

***But.. For most people and businesses it's
not about getting a bigger glass ...YET...***

A photograph of a room with light-colored walls and a wooden floor. The room is filled with numerous cardboard boxes of various sizes, some stacked on top of each other. A white pillow is visible on top of one of the boxes. A small potted plant sits on the floor next to a spray bottle. A white box is also visible on top of one of the boxes. A white cloth or blanket is draped over one of the boxes. A metal ladder is leaning against the wall in the background. The text is overlaid on the image in a white, italicized font.

*That's like hiring a self storage facility because
your house is full (of rubbish you don't need)
First, we need to get productivity UP...*

For you personally...

- How full is your glass today?
- How many hours are you working?
- How efficient are you? ... really?
- What's your priority?
 - More Time
 - Less Stress
 - More Money
 - More Fun

What do you need to do to make more time for (your) growth?

- When did you last review your OPPP and OPSP?
- What are your ROCKS?
- Which priority are you neglecting?
- What do you love and loathe?
- How can you delegate more?

A light beige brushstroke background with a textured, hand-painted appearance. The stroke is horizontal and slightly irregular, with some darker and lighter areas, giving it a sense of movement and depth. It is centered on a white background.

***It all comes down to
context...***



***Context sets your
priorities...***



***Context sets your
priorities... and creates
clarity***

Protect and Contextualise your time

- Working ON **AND** IN the business
- Balancing your time
 - Contextual Diary Management – daily , weekly, monthly
 - Cadence – create rhythm
 - Context to all meetings / even (especially) video calls...
 - Put Equity Time in your diary (regularly)...
 - Understanding how full your glass is...

Three Key Tools

- Context vs Content
- Vision and Growth (How full is your glass?)
- **Revenue, Infrastructure and Systems, Equity / Culture**



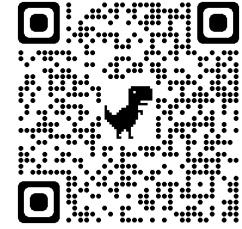
Good Luck...

*Find me
here when
you want
more...*

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Philip Rose

I Help Founders & Business Leaders Scale Their
Business by Focusing on their Purpose, Realig...

