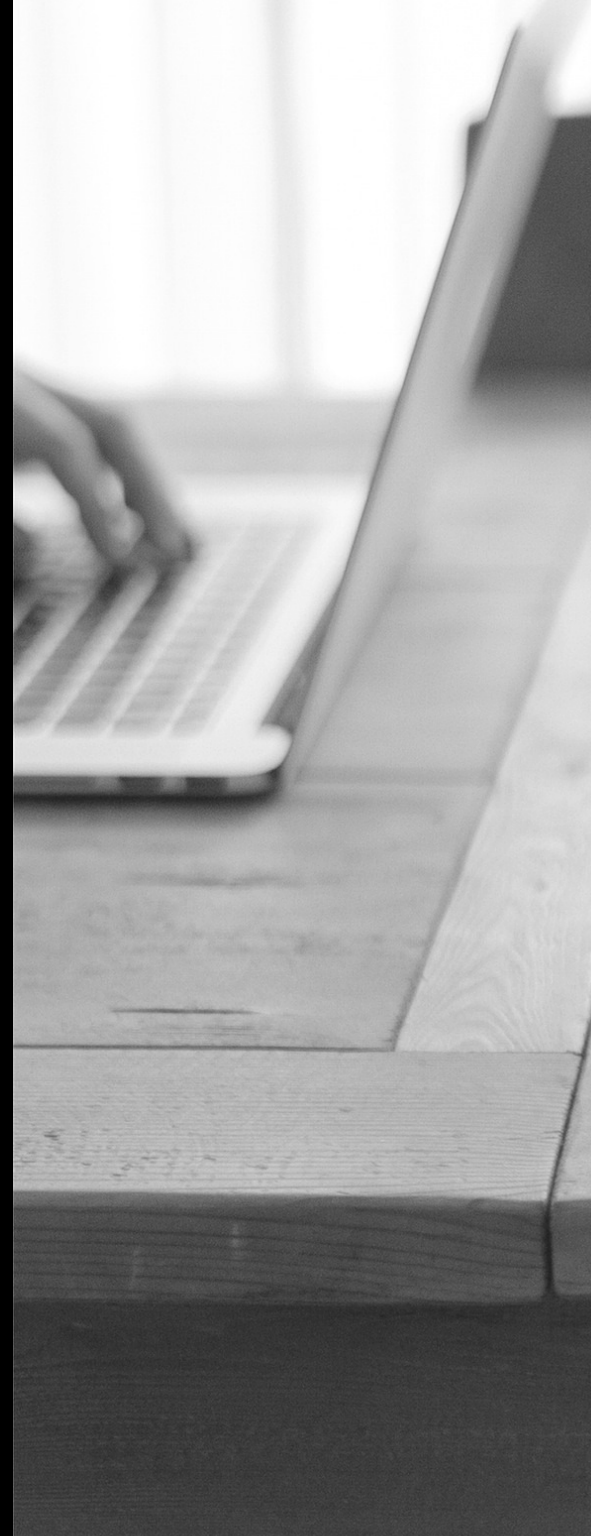# Business Systems 101

by Joy M. Hutton

"In order for a business to succeed, it must first become a system so that the business functions exactly the same way every time down to the last detail."

- Rick Harshaw

01

What are business systems?

what?

- processes
- building blocks
- deliver value to your customers
- designed to connect all of the intricate parts of an organization
- achieve a business strategy
- solve a problem
- streamlines decision-making

02 Why do we need business systems?

why?

- **Improve top-line performance**
- **Meet customer expectations**
- **Produce consistent results**
- **Employee engagement**
- **Reduce costs and increase profits**

03

What are some fundamental systems to have in place?

what?

- Legal
- Marketing
- Human Resources
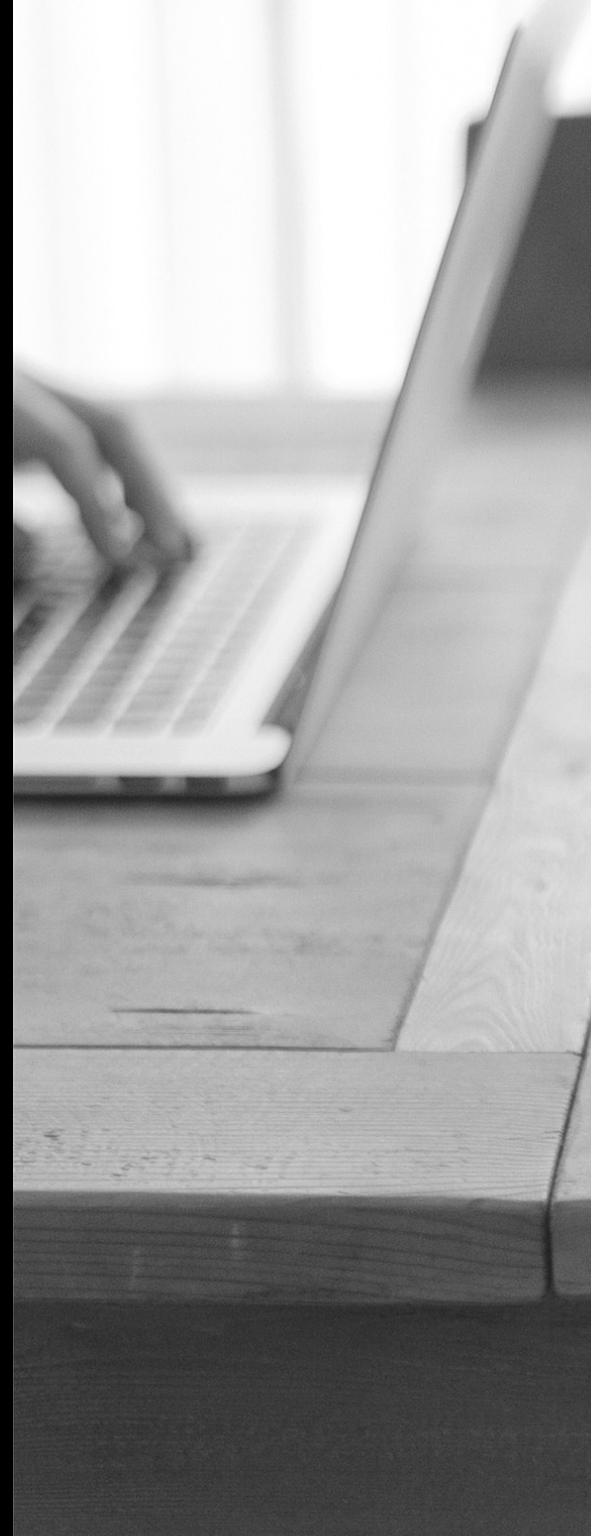- Operations
- Finances
- Technology

04 Where do I start with putting systems in place?

where?

- **Product packaging**
- **Photographing products**
- **Creating a website**
- **Adding product/service info to your website**
- **Customer service**
- **Social media/marketing**
- **Blogging**
- **Tracking inventory of products/supplies**
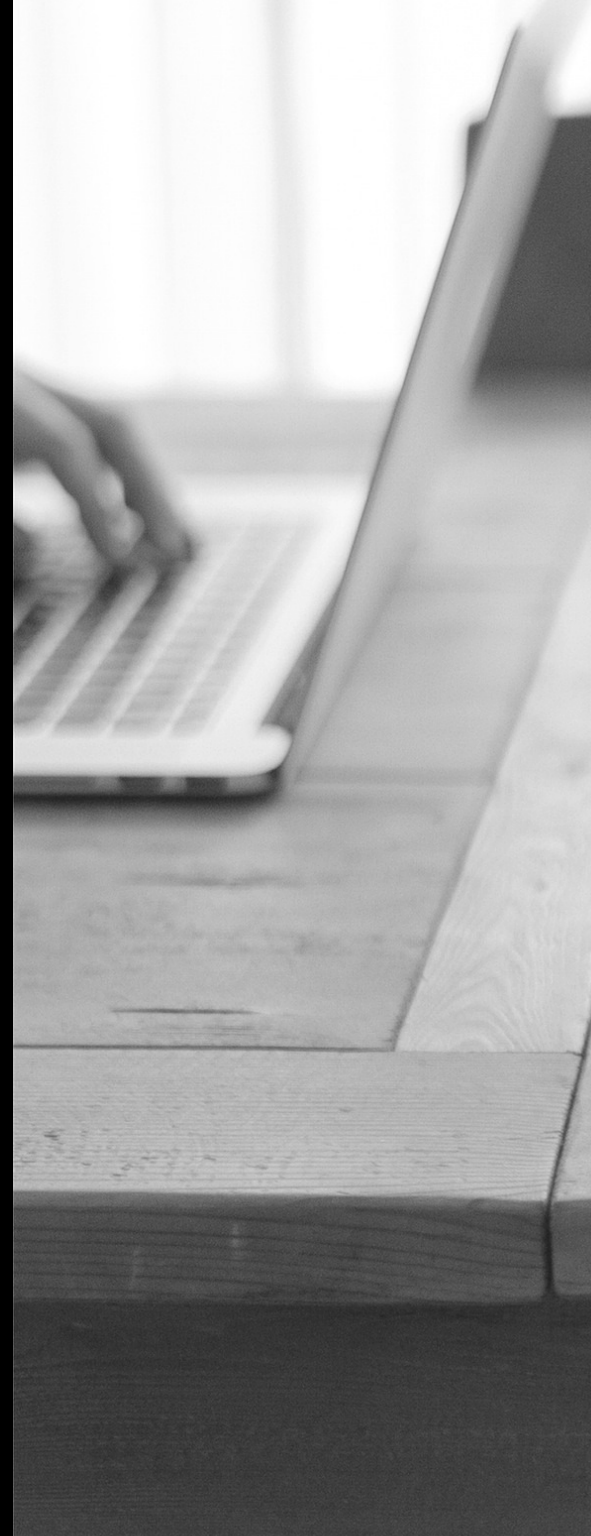- **Tracking finances**
- **Managing orders and relationships**

"Systems are not sexy, but they really DO drive everything we do."

- Carrie Wilkerson

"Small differences in your system performance, can lead to large differences in your results."

- Brian Tracy

thank you.

presented by joy m. hutton