

# Achieve Operational Excellence

## 10 Point Checklist

## Lloyd Thompson

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"If you were removed from the day-to-day details of your business, you'd have time to create more business and build stronger relationships."**

**LLOYD THOMPSON**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- ☐ Consider a cost-effective fractional Director of Operations (DOO) or Chief Operating Officer (COO). I can retain control of their equity while still benefiting from their expertise and experience.
- ☐ Assess the aspects of my business, including operations, marketing, sales, and finance, when developing a scaling plan that will work for my organization.
- ☐ Scope the Operations Director's role to the size of the team and the level of involvement required.
- ☐ Leverage one another's strengths and expertise through partnership. One approach to working collaboratively with others is to form a partnership which is useful to expand the reach of my business.
- ☐ Systematically use color coding or scorecards to track progress and improve my business. Focus on root cause analysis to create a culture of continuous improvement.
- ☐ Create a culture of transparency where everyone feels valued and empowered to contribute their ideas and feedback.
- ☐ Foster a friendly and empathetic culture to build strong relationships and create a more positive and supportive work environment for my team and customers.
- ☐ Encourage ownership and initiative in my team. This means empowering my team to take on projects and tasks and giving them the freedom to run with their ideas.
- ☐ Shift my perspective and cultivate a big picture perspective. This helps me to see small problems as challenges to meet rather than defeating roadblocks.
- ☐ Learn more about Lloyd's consulting services and other helpful resources through his [website](#). To take advantage of a free download offer of his book (available on Amazon), visit [virtual-doo.com/book](https://virtual-doo.com/book).