

Creating the
High Pay Off Activities
that builds the
business you desire

May I take a couple of moments

- Barclays Area Manager
- SOLL Leisure
- Own various businesses – start, grew, franchised, sold,
- Senior advisory roles
- 2013 Mentoring
- Business Start Up DVD

Mentor / Coach

Strategies, models & systems
to Start-Up, Develop & Grow

NOT just theory but tools, models, experience and
knowledge to spark or fuel your own ideas, thoughts,
journey



Why / Purpose?

Why / Purpose?



The future business
that delivers it!

Why / Purpose?



The future business
that delivers it!

X
Now

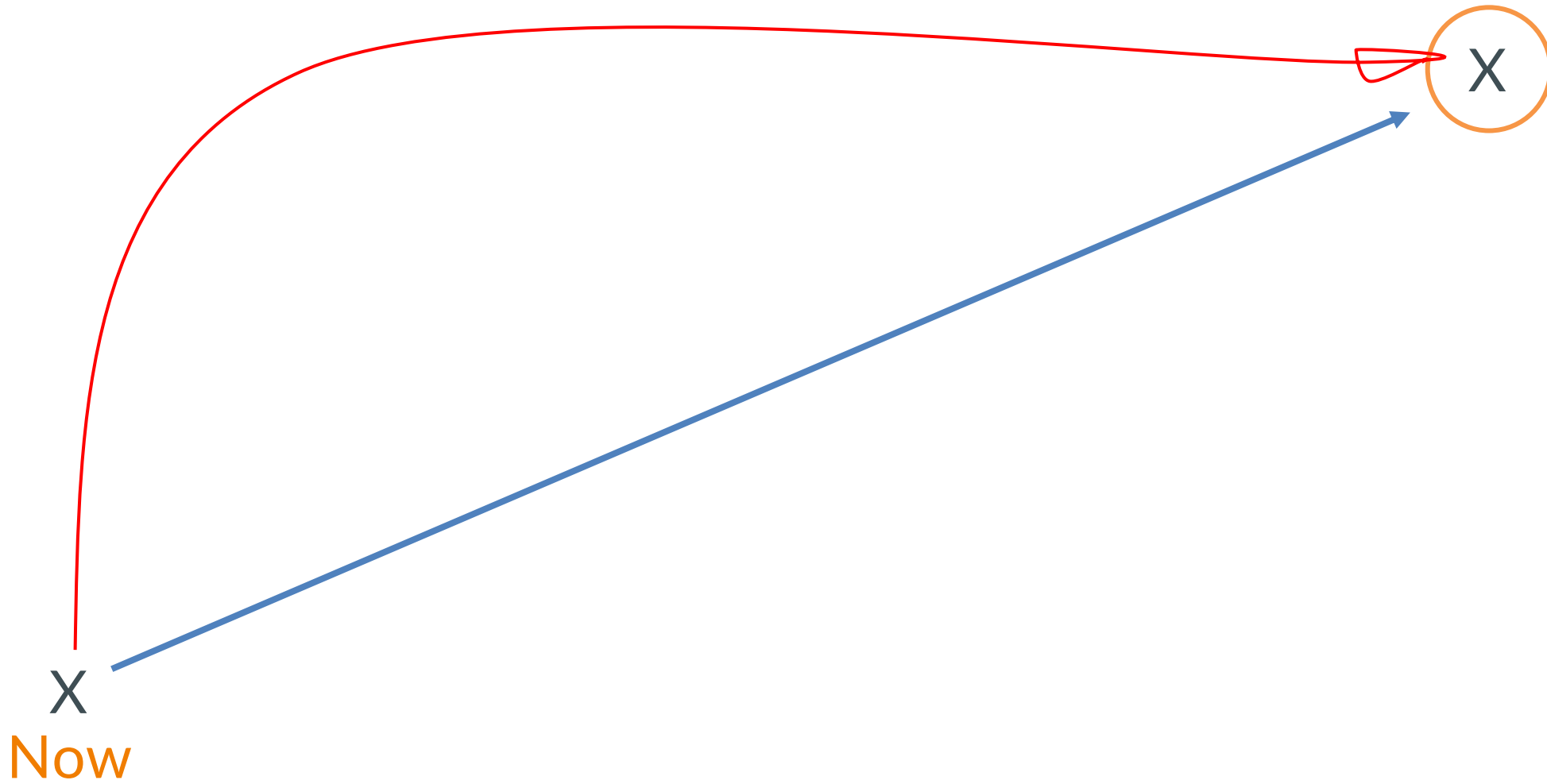
Why / Purpose?



X

Now

Why / Purpose?



Why / Purpose?



X
Now

Keeping on the
trajectory!

Why / Purpose?

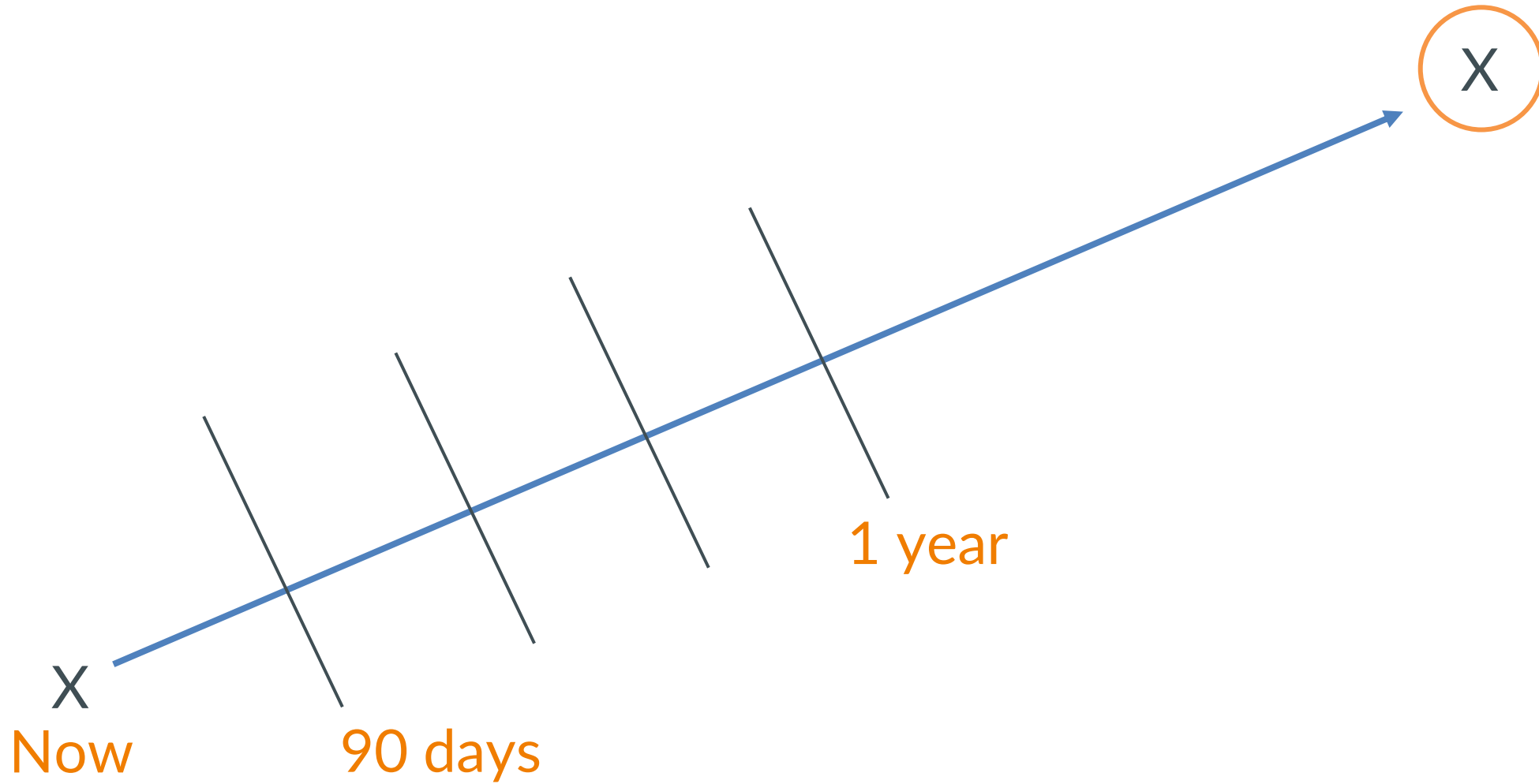


1 year

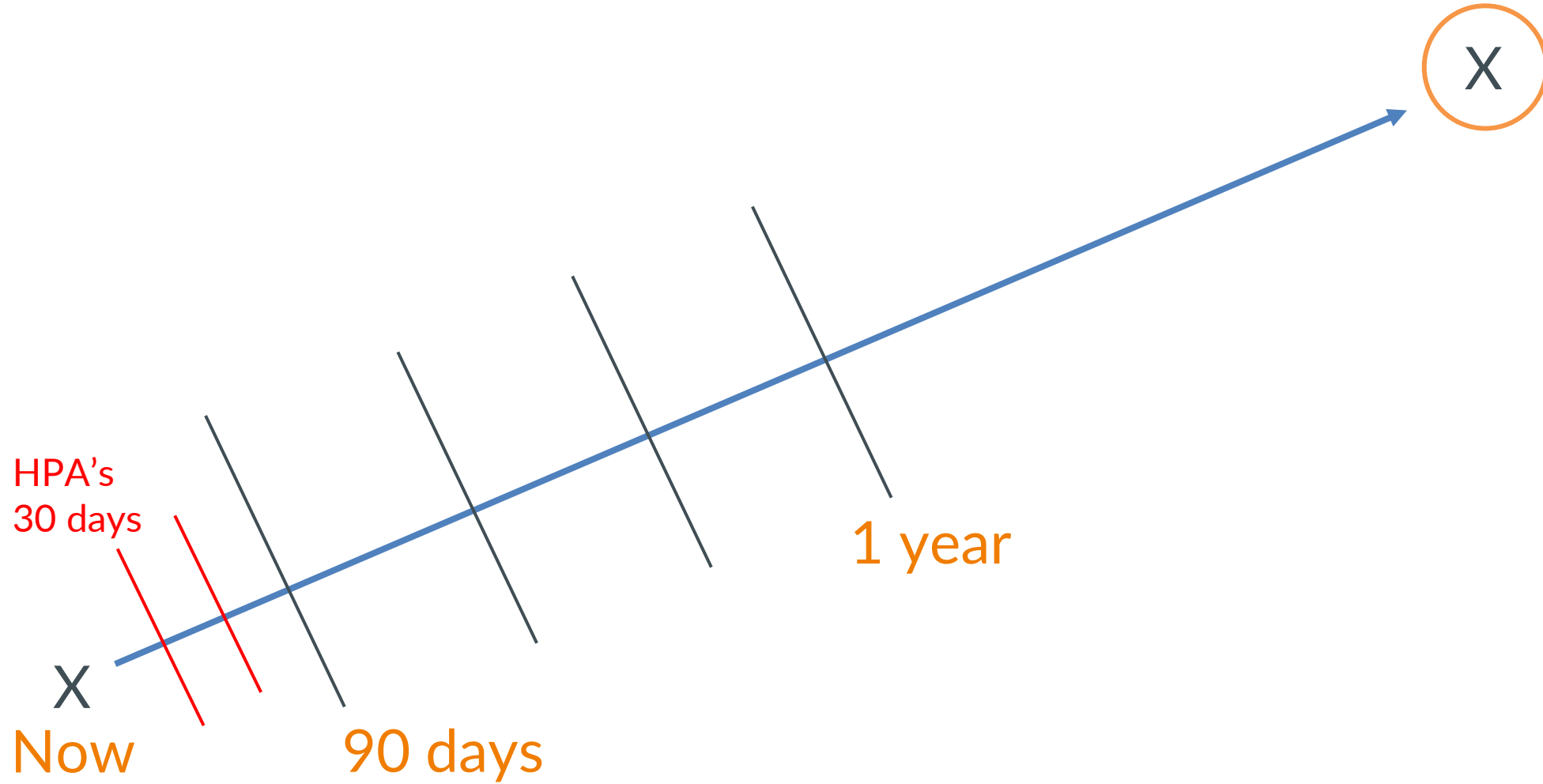
X

Now

Why / Purpose?



Why / Purpose?

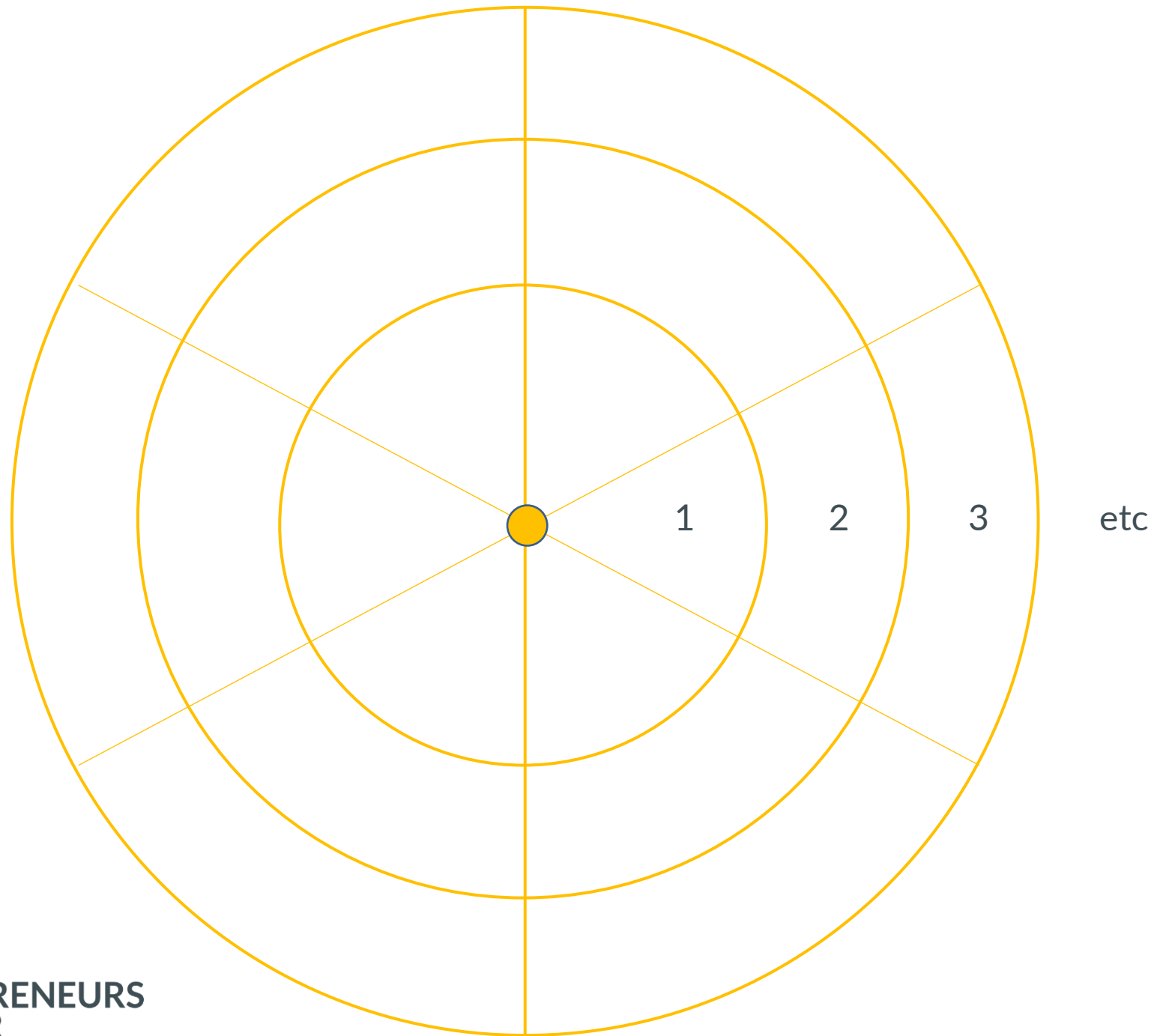


The Business Model Canvas

Key Partners What can partners do better or cheaper than us?	Key Activities What are our key activities? How hard are they to copy?	Value Proposition Which one of our customers' problems / needs are we solving? Why us?	Customer Relationships What relationships do customers expect?	Customer Segments For whom are we creating value by turning a need into demand? Who are our most important customers?
	Key Resources What are our key resources? How hard are they to copy?		Channels How will we reach our customer segments?	
Cost Structure What is the cost structure of our business?		Revenue Streams What value are customers really willing to pay for? How will they pay for it?		

Adapted from Business Model Generation, Osterwalder & Pigneur

<https://entrepreneursmentor.co.uk/wp-content/uploads/2020/07/The-Business-Model-Canvas.pdf>

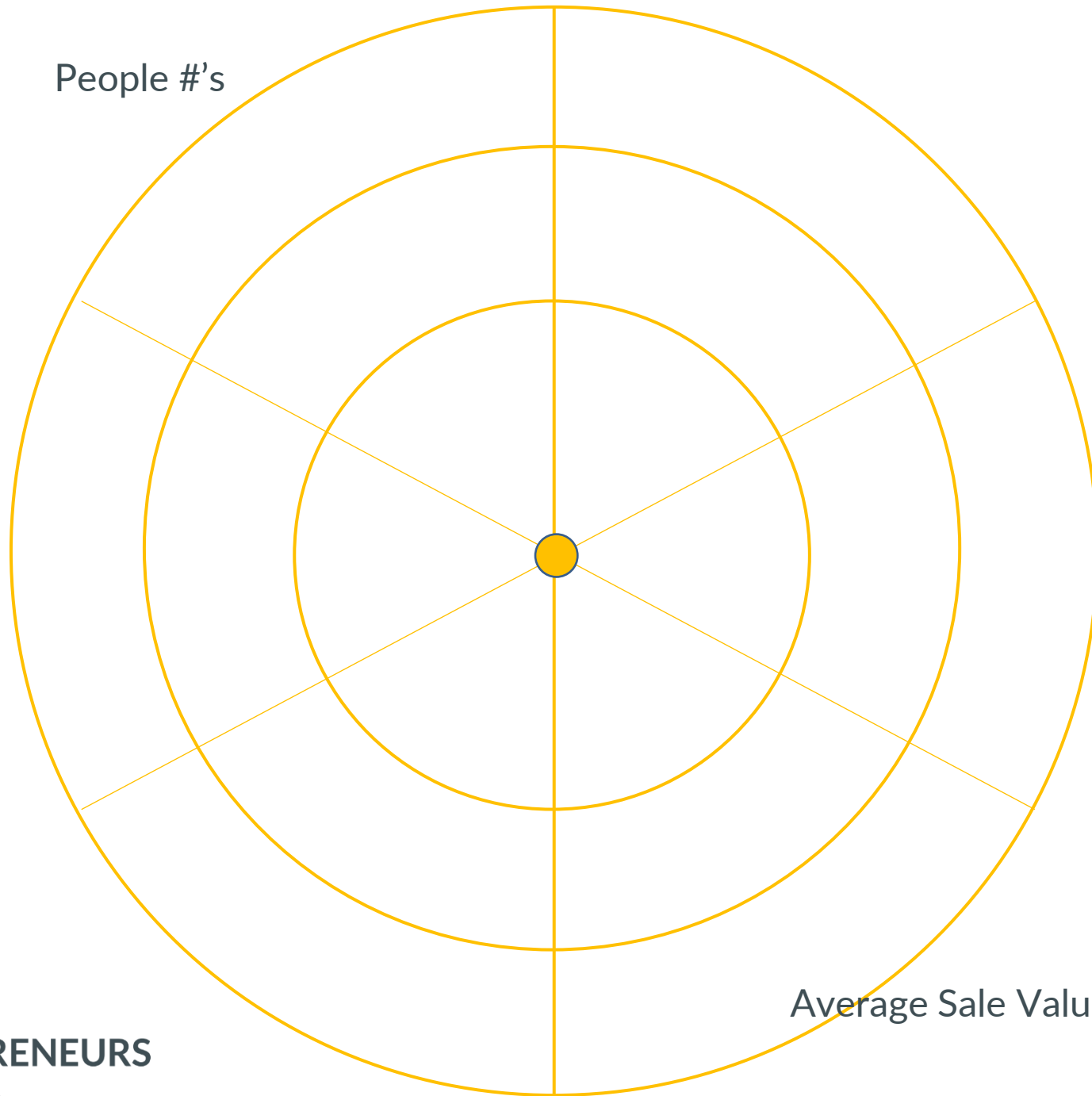


People #'s

Customer #'s

£'s

Average Sale Value



Establish your High Pay Off Activities

One Page Plan

Our vision and objective is....				
What do we need to achieve?				
How will we deliver this?				

Your One Page Business Activity Plan

Our vision and objective is....				
Vision / Mission / Goal / Objective				
What do we need to achieve?				
How will we deliver this?				



Your One Page Business Activity Plan

Our vision and objective is....				
What do we need to achieve?				
	Targets			
How will we deliver this?				



Your One Page Business Activity Plan

Our vision and objective is....				
What do we need to achieve?				
How will we deliver this?				

High Pay Off
Activities



Mission, Vision, Goal & Objective



Targets



High Pay Off Activities

Distraction log

Who

Why

How I can support you to make it happen

- Free resources on website – blogs, videos, podcasts,
- One to One Mentoring
- Strategic review programme – 6xR (4 sessions)
- Marketing and Sales System – to get more leads, convert more to paying customers
- Group Mentoring inc Mastermind group, Business Improvement club, Weekend Bootcamp
- Non Exec / Support Role
- Sounding board – additional ears, eyes,

Questions

@MikeFozOxford

uk.linkedin.com/in/mikefosteroxford

www.facebook.com/TheEntrepreneursMentor/

www.entrepreneursmentor.co.uk

01235 614809

07717 372446

facebook



Linked in