

# The Zest Factor

## Our 12 Stage Process to fire up your business!

OTS Management has developed an off-the-shelf Business Re-engineering process specially designed for Small and Medium Enterprises (SME's).

The Zest Factor is a 12 stage process to rekindle the excitement you had when you first went into business for yourself.

Do you remember those days? It was when you had a dream; when you decided that you didn't have to work for someone else, that you could create a future for yourself. But then it seemed to slow right down. You just got "caught up". You got caught up in the day to day things you had to do, in all the details of working in your business.

The Zest Factor helps you to change the way you think of yourself and your business. It's step by step methodology allows you to examine and re-engineer your business from every angle.

## Who is it for?

The Zest Factor methodology can be used for any organisation in any industry.

However it is best suited for Small and Medium Enterprises with the following characteristics:

- Closely held ownership (families, small partnerships);
- Between 5 and 50 employees; and
- Having a growth-mentality, continuously wanting to improve processes and procedures.

Depending on the size and nature of your SME, the whole process could take a month to several months - the key is that using a cost-effective off-the-shelf product you work at a pace that suits your organisation, and see results from day one.

## What are the 12 stages?

### 1. Recognise your dissatisfaction.

Unless you see and truly believe in the need to change, any initiatives you try to implement in your business will not "stick".

Most successful business people have succeeded because at one time or other they had failed. Read the biographies of almost any self-made millionaire and you will find they had significant failures in their lives. What they did was to recognise their dissatisfaction - and then they made a decision to do something about it!

### 2. Create your Vision

Where do you want to go in your life? What do you want your business to look like in 10 years' time? Without knowing what you want, how can you get there or know how close or far you are?

This stage defines your aims and quantifies your vision so that you can objectively measure goals and objectives against it.

### 3. Diagnostics

Having identified where you are now and where you want to be, you need to diagnose the reasons for the dissatisfaction. This stage runs a series of diagnostics on the areas of your business that are highlighted by dissatisfaction.



**Rediscover the zest in your business again and again!**



**4. Understand your numbers**

Do you leave your numbers to your accountant? Worse, do you not understand them when your accountant gives them back to you each year?

The 4th stage looks at what you need to measure, how best to measure it, and trains you to understand your numbers and what to do about them.

**5. Your people systems**

In the 5th stage, the Zest Factor develops Organisation Charts and links them to accountabilities.

Most small businesses change the job to suit the people they end up with. The way to success is to define the job you need done and what the job is accountable for - then train your people for the job.

**6. Define Target Markets**

It is so important to focus your efforts when your resources are limited, yet how many businesses use a scatter gun approach to marketing rather than identifying the type of customer ideally suited to buy from them, and then tailoring all marketing towards winning these customers.

**7. Create your Unique Selling Proposition (USP)**

You have a USP whether it be cli-

ent service or that you have the only product of the type - identify it and leverage it for increased sales.



Teik Oh, Director of OTS Management

**8. Develop your Sales Systems**

Identify and build all the Sales Systems you need to generate and convert meaningful leads.

**9. Build a dynamic team around you**

Through a series of team-building workshops and activities, instill the Vision in your people and build a dynamic team to run your business.

**10. Build Leadership**

Build Leadership and self-management within your team. Allowing leaders to prosper in your business will allow you to "let go".

**11. Develop your systems and reports for Action**

In the 11th stage, you will examine what systems and procedures you need, and how to design them to work. You will then design cost-effective reporting systems so that they end in an action being taken.

**12. Achieving your Vision**

Finally, you can put it all together in a series of monitored business and operational plans.

**About OTS Management**

*OTS Management is a quality and value driven boutique consulting and accounting company that provides organisational development services to commercial, growth-oriented Small and Medium Enterprises who require business services, advice and coaching.*

*We give our clients comfort in their decision-making by providing them with our experience and independent advice that saves them time and helps them grow. Unlike other accounting services companies, our clients have significant contact with our senior people.*

*We meet our own high expectations in order to exceed the expectations of clients.*

*Our services include:*

- *Change Management consulting*
- *The Zest Factor - find the zest in your organisation*
- *Strategic & Business Planning*
- *SMART Marketing workshops*
- *Team Development workshops*
- *Performance Management Systems*
- *Zest Tests - Business Diagnostics on your organisation*