

Antoinette Roldan Consulting

BIZ SUCCESS MINI-PLAN

BY TONI ROLDAN



Welcome!

Hello and thank you for downloading this quick E-Book.

As an entrepreneur or business owner, one of your primary focuses is to create and maintain success for your business. This is both exciting and, at times, challenging. How do you ensure you are able to stay successful?

You need to have a model where
you have a firm foundation and can be
flexible at the same time!

My name is Toni Roldan and since 2008 I've helped business owners and entrepreneurs to streamline their business and create a flexible model, so they can...

- ... increase their profits and success levels.
- ... stay focused and passionate about what they are doing
- ... understand as a business owner where you excel and how to best leverage this

This model blends
2 approaches
Outside-In + Inside-Out

In this E-Book you'll also discover:

- What **Inside-Out** is
- What **Outside-In** is
- When to **use** each
- Why each is **important**
- Some **questions** to ask yourself to **create success** in each

All the best,

Toni



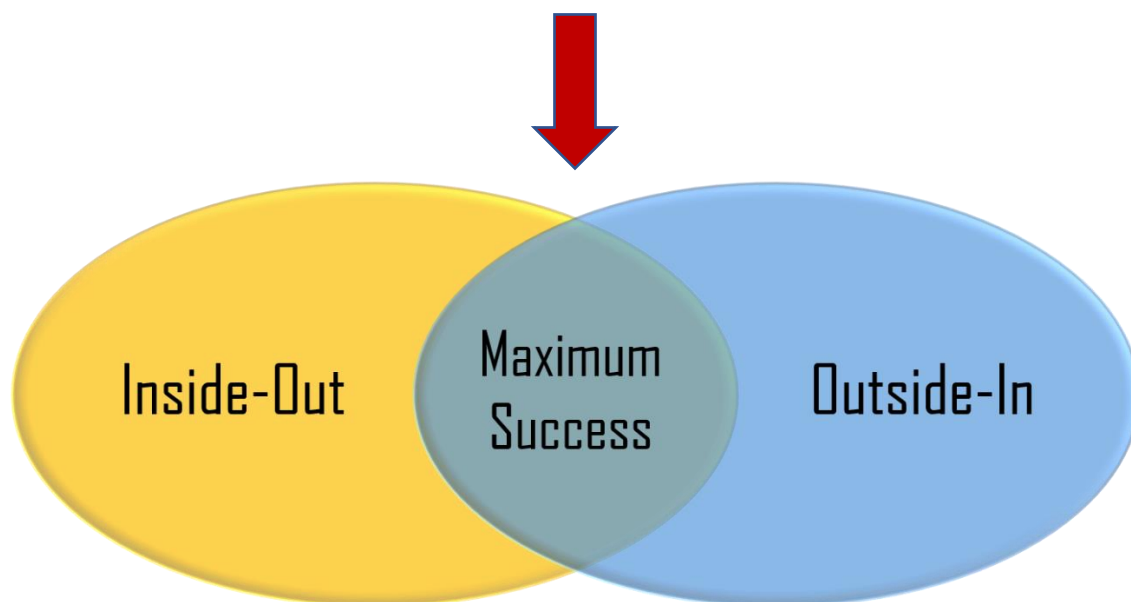
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Blend these approaches

The best companies skillfully employ both approaches.

How is this relevant for your business?

To maximize success !!!



Let's understand each of these models...

Inside-Out Approach

The Inside-Out approach is guided by the belief that the inner strengths and capabilities of the organization will lead to success. With this approach a business will take account of talent, resources, core competencies and look at leveraging these to their fullest and in the right way.

Outside-In Approach

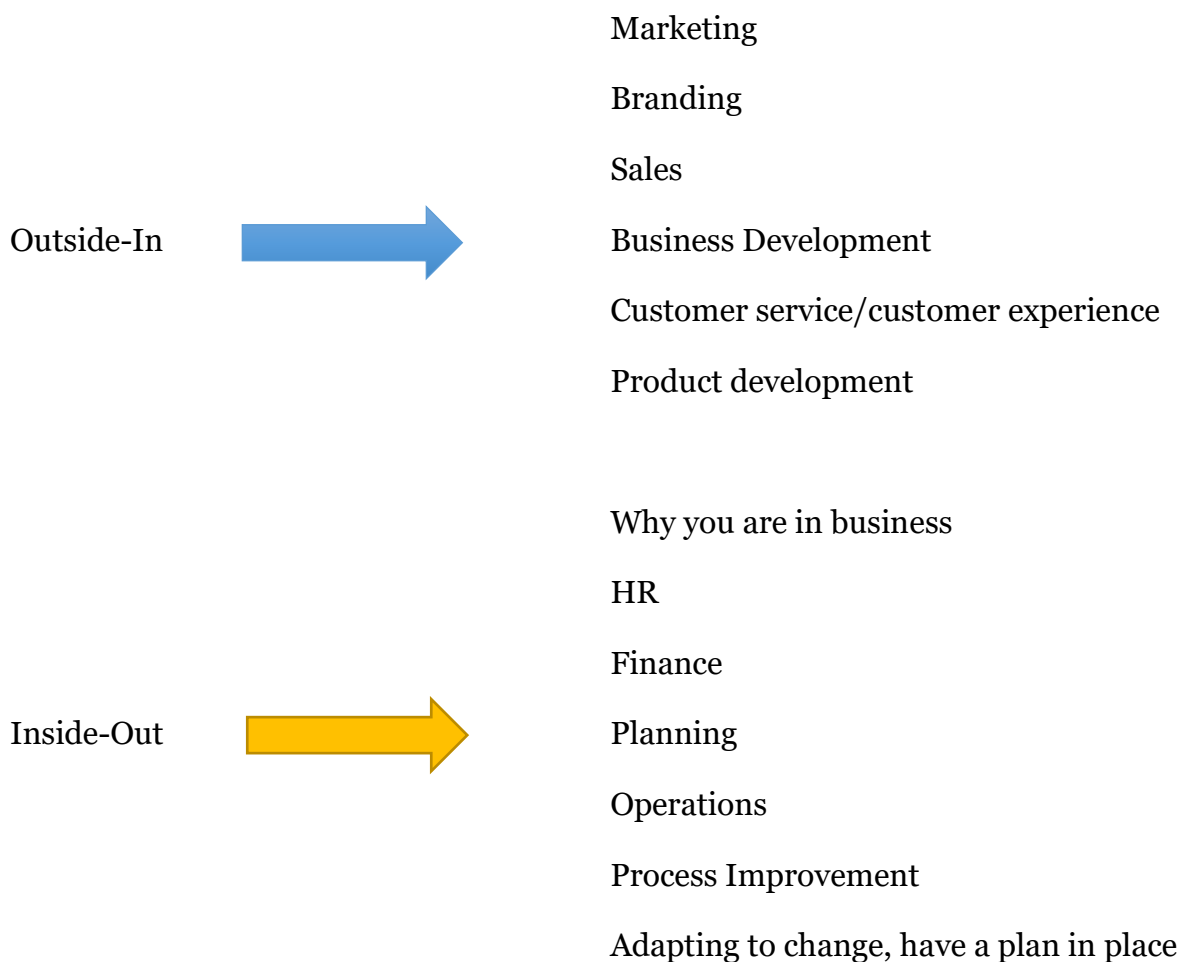
The Outside-In approach takes customer value as its starting and end point. Companies using this approach are focused on creating and nurturing their customers by providing high caliber

customer value. They put themselves in the position of their customers and view themselves from their perspective.

When should you use each?

As a blended business model you must know your business 360 to fully maximize how you do things, why you do things, and what you do which will ultimately lead to greater success.

As a rule of thumb, here are suggested areas you can focus on employing each approach.



How do you do this?

Step one-ask these questions about your business

Tips for Inside-Out (I-O)

Ask yourself these questions for each of the areas where I-O is a match....

Typically, an inside-out approach focuses on these questions:

- What are we good at? Conversely, where are we bad?
- How have we progressed or regressed over the last few years?
- Which division or function should we channel our resources to?
- How do we leverage our strengths and compensate or eliminate our weaknesses?

Tips for Outside-In (O-I)

As yourself these questions for each of the areas where O-I is a match....

Typically, an outside-in approach focuses on these questions:

- Where are the growth markets available for our business?
- How can we tap on a nascent opportunity that is available?
- What are the prevailing trends in consumer tastes and how should we meet them?
- How can we better serve the needs of the market?



Step two – put a plan in place to move in this direction

What does this plan look like? For each company this will be different. What each plan should have is ...

- Where can you recognize that you need to move from I-O or to O-I ?
- A gap grid. Where are you now? Where do you want to be?
- What needs to change?
- What is your timeline to make these shifts?

- What are some of your current challenges you are facing?
- Are you making the profits you want/need?
- Are you growing at the pace you want/need?
- Are you as a business owner working at the right pace, in the right way?
- What do you need to change in how you're working to have more time, energy?



Case Study – Inside-Out – Apple

Apple uses the (Inside-Out) “Golden Circle” Marketing method

Traditional marketing methods start with “what” then followed by the “how” and ending with the “why”.

The Golden Circle Marketing process used by Apple starts with “Why”: the central belief of why the organization or movement exists. The development of such a powerful core belief system is what attracts the cult following. Once Apple was able to establish this powerful central message, they were able to sell more than just computers

Case Study – Outside-In – Amazon

Amazon has set a new standard for *Outside In* strategizing. They began as an online bookshop and built an incredibly strong brand around that. But they put themselves in their customer's shoes and asked what else their customer base wanted. This allowed them to expand into the Kindle, and then into cloud computing, web services for their channel partners, and massive online retailing of a range of products outside their initial offering. Rather than dwelling on what they were good at (selling books), they asked 'Who are our customers and what do they need?' By shifting their focus, they were able to leverage their brand to seize opportunities in other areas.