

The Goober Group

Getting To The Next Level®

A Blueprint for Taking You and Your Business to the Top

Business Strategy Kick-start™

Brought to you by:
Manuel Palachuk International

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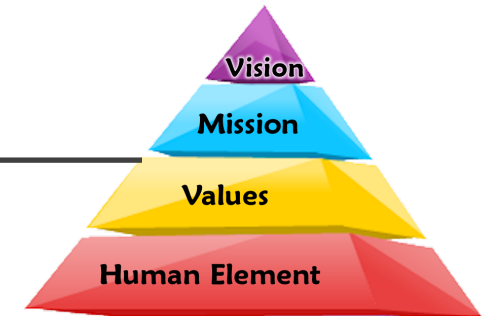
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CULTURE

Vision

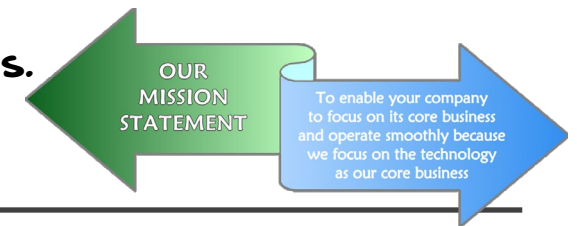


To empower business through Information Technology.



Mission

Our mission is to enable your company to focus on its core business and operate smoothly because we focus on the technology as our core business.



Values

Integrity, Passion, Knowledge, Experience, Collaboration, & Stewardship

Human Element

- We strive to seed our company with what we believe are core principles of Unity because we know that harmony enables excellence and excellence coupled with our Values, Mission, and Vision will allow us to become the best we can be.
- We demand emotional fortitude to accept points of view that are not our own because it allows us to deal with conflict and it gives us the confidence to encourage and accept challenges.
- We rely on truth over harmony as the candor helps discourage the silent vetoes that stall initiatives and cause rework.
- We encourage Authenticity (Keeping it real), Self-Awareness (Know ourselves), Self-Mastery (Expanding ourselves), and Humility (Containing our ego).
- We look for people who believe in the potential of our Vision because if they believe then it will be realized.

COMPASS

Products & Services

Our Big Bold Value Proposition

We are Best in Class IT Service Providers

We Guarantee Best in Class Value at 99.999% System Availability

Target Market

The Goober Group has identified a vertical market where we believe we can be most successful if we can effectively assert our strategic competitive advantages.

We believe that engaging with medical offices and clinics that specialize in Cardiology will allow us to leverage our core competencies and retained knowledge related to the unique IT needs of these types of businesses.

- Our primary Target Market focus will be Cardiologist medical offices
- Our secondary focus will be clinics that provide Cardiology scanning services

Operating Systems

Line of Business Applications

- Zoho CRM
- Redmine Agile Project Management
- QuickBooks - Accounting
- Microsoft Exchange - Email & Calendar
- Alfresco - Collaboration
- RingCentral - Business Phone System

Service Delivery Systems

- Agile Service Delivery Process
- IT Issues Knowledge Base
- SolarWinds MSP Manager
- SolarWinds MSP Remote Management
- SolarWinds MSP Backup & Recovery
- SolarWinds MSP Mail
- SolarWinds MSP RMM Integrated Antivirus



(See the complete
Line Card for details)

BLUEPRINT FOR SUCCESS

Resources

Financial Perspective:

- Annual Revenue = \$1.2 million and rising
- 65% of Annual Revenue is Recurring
- Cash Reserves equivalent to 3 months payroll

Production Perspective:

- The Delivery Service team is 8 people strong
- Plus Service Manager and Service Coordinator
- New hires are being cultivated

Performance Measures

Production Capacity:

Workforce of 8 talented people and growing
× 10 hours per day expected (all salaried employees)
× 5 workdays per week
× 48.5 wks / yr (52 wks - 2 wks vacation & 10 holidays)
Total = 19,400 hours

Revenue or Value Potential:

Rack Rate of \$150 / hr × 19,400 hours > Total = \$2.91 million dollars



Too many to list here, check out the **Balanced Scorecard**

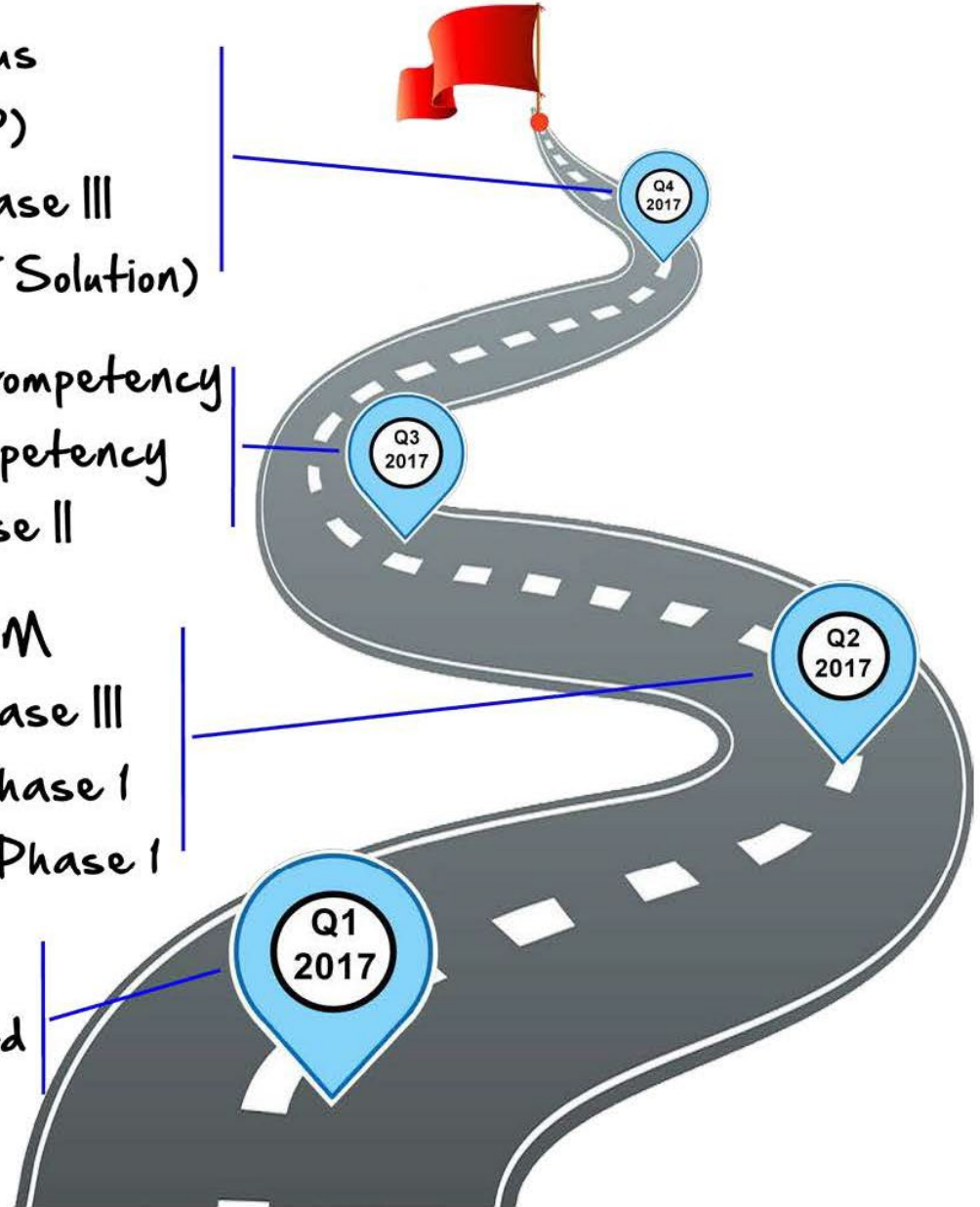
Roadmap & Strategy

Our **Business Strategy Kick-start strategy is: Build The Franchise**

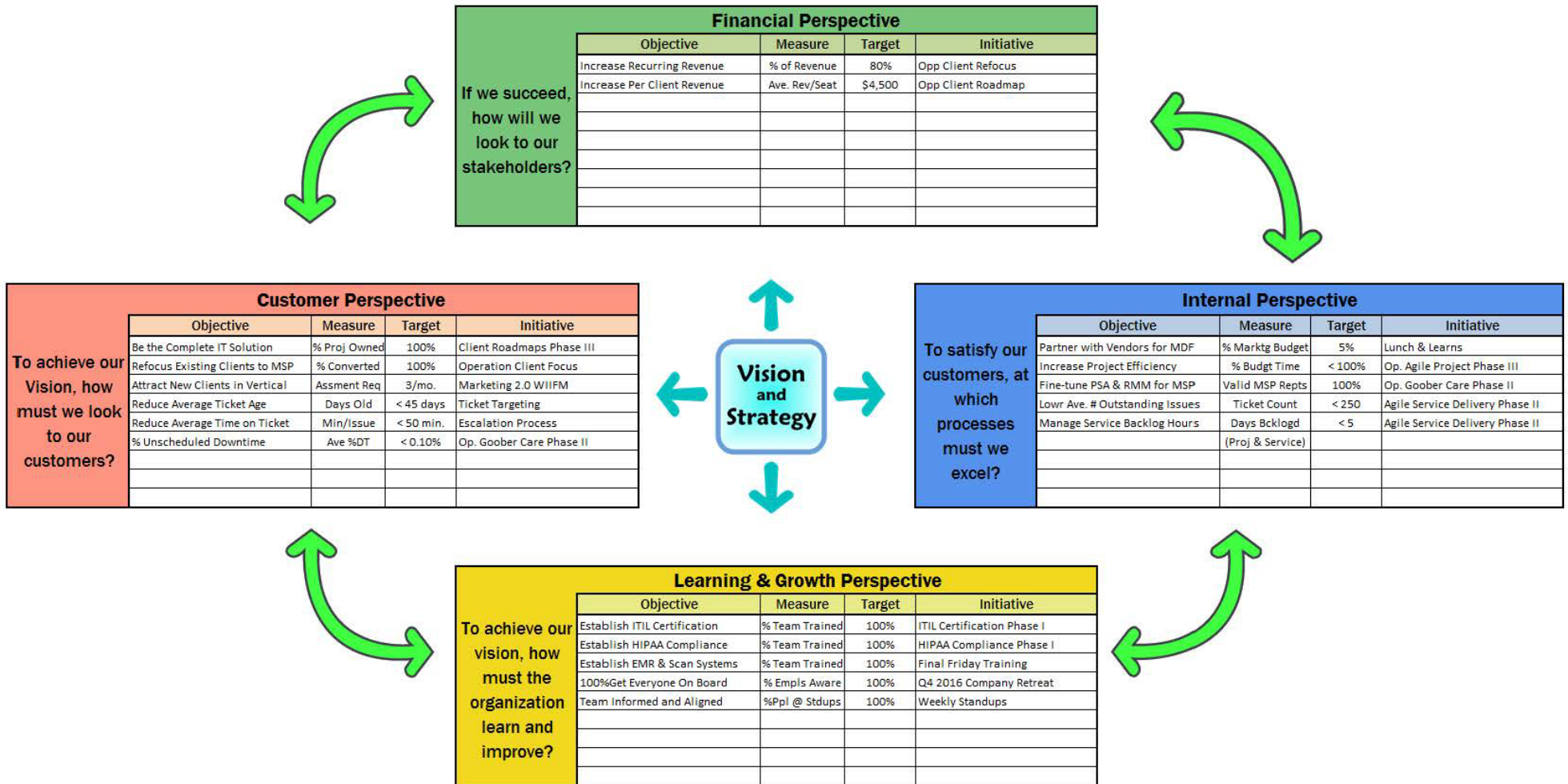
Find the **Roadmap on Page One** & find the **Strategy Details on the following pages**

ROADMAP

- Operation Client Focus
(All Clients on MSP)
- Client Roadmaps Phase III
(Be the Complete IT Solution)
- Lunch & Learns as Core Competency
- EMR & Scan as Core Competency
- Agile Service Delivery Phase II
 - Marketing 2.0 WIFM
 - Op. Agile Project Phase III
 - ITIL Certification Phase I
 - HIPAA Compliance Phase I
- Get Everyone On Board
- Team Informed and Aligned
- Op. Goober Care Phase II



SCORECARD



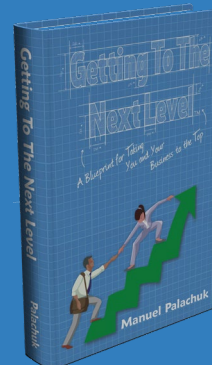
STRATEGY DETAILS

Strategy	Objectives	Initiatives
NAME: Build The Franchise	Increase Recurring Revenue	Client Roadmaps Phase III
	Increase Per Client Revenue	Client Roadmaps Phase III
START DATE: 1/1/2017	Be the Complete IT Solution	Client Roadmaps Phase III
DESIRED END DATE: 12/31/2017	Refocus Clients to MSP Offering	Operation Client Focus
	Attract New Clients in Vertical	Marketing 2.0 W/IFM
NARRATIVE:	Reduce Average Ticket Age	Ticket Targeting
The Goober Group is pursuing an	Reduce Average Time on Ticket	Escalation Process
overall Customer Intimacy Strategy	% Unscheduled Downtime	Op. Goober Care Phase II
with this coming year's focus on Build	Partner with Vendors for MDF	Lunch & Learns
the Franchise.	Increase Project Efficiency	Op. Agile Project Phase III
Our goals are to Increase Recurring	Fine-tune PSA and RMM for MSP	Op. Goober Care Phase II
Revenue by presenting a higher value	Lower Ave. # Outstanding Issues	Agile Service Delivery Phase II
proposition to existing and new	Mng Service Delivery Backlog Hours	Agile Service Delivery Phase II
customers through our newly	Establish ITIL Certification	ITIL Certification Phase I
completed MSP Offering.	Establish HIPAA Compliance	HIPAA Compliance Phase I
We also intend to Increase Per Client	Establish EMR and Scan Systems	Final Friday Training
Revenue by showing that we can be	as a Core Competency	
the Complete IT Solution for the	Get Everyone On Board	Q4 2016 Company Retreat
customer.	Team Informed and Aligned	Weekly Standups

NOTES



When it comes to developing your business strategy, there's nothing less than your entire business at risk. **Reach out to me** if you need help getting to the next level.



Want to learn more about developing business strategy?

Check out my book, **Getting To The Next Level.**

About the Author

Meet Manuel Palachuk



Manuel is the coach that will take you to the gym, not just send you there. He is the author of the book *Getting To The Next Level: A Blueprint For Taking You And Your Business To The Top*. He has over 30 years of business, management, and training experience in the computer and electronics industries.

Manuel has owned several successful businesses, managed several successful IT and MSP service companies, and coached or mentored many more around the world. He is a thought leader on Agile as applied to Business Strategy and Service Delivery processes.

Manuel is also a well-known author, speaker, and trainer on these subjects at industry conferences and in the IT consulting community for Small and Medium-sized Businesses. He holds degrees in Electrical Engineering Technology and Automated Manufacturing Technology.