

Webinar Series

Making Your Plans Succeed

By Jim Kahrs





The Major Points

- Introductions
- Hubbard Management System
- What Makes Plans Work?
- Plans V. Programs
- Maxims of Programming

Introductions

- Jim Kahrs - > 32 years in office systems sales, operations, executive management among dealerships, manufacturers and consulting
- Started Prosperity Plus in 2001
- Achieve Your Goals by Improving Profit, Cash Flow & Growth
- Mergers, acquisitions, succession planning
- Marketing Communications
- Consulting based upon industry experience + highly successful Hubbard® Management System & Value Builder System®





Introductions

- **Hubbard Management System**
- Created by L. Ron Hubbard
- Author of Dianetics
- Founder, Church of Scientology
- Created Narconon, Criminon, Applied Scholastics, Volunteer Ministers
- Created one of the world's largest documented management technology in existence. Outlined in many courses, books, recorded lectures.



What Makes Plans Work?

- Ever notice two organizations can have the same plan with very different results?
- Or when two sales reps can have the same plan with different results?

There is Rarely a Lack of Plans

- Good ideas seem to surround us
- They come from vendors
- They come from your staff
- They come from your customers

Maxims of Programming

- A concisely expressed principal or rule of conduct, or a statement of a general truth (*i.e. measure twice, cut once*)
- In a policy letter “Programming” Mr. Hubbard outlined a series of maxims applicable to programs
- This policy was written in 1959, yet it’s just as applicable today

The Maxims

- ***Any idea no matter if badly executed is better than no idea at all.*** The worst thing to do is nothing.
- ***A program to be effective, must be executed.*** Ever encounter that person who has many ideas, yet never executes them?
- ***A program put into action requires guidance.*** Management is key in all programs.
- ***A program running without guidance will fail and is better left undone. If you haven't got the time to guide it, don't do it; put more steam behind existing programs because it will flop.*** Think about programs you've seen fail and consider how many of them lacked guidance.

The Maxims

- ***Any program requires some finance. Get the finances into sight before you start to fire, or have a solid guarantee that the program will produce finance before you execute it.*** You can't afford to be glib here. Really look at the financial aspects of the program.
- ***A program requires attention from somebody. An unattended program that is everyone's child will become a juvenile delinquent.*** Finger pointing never gets anything done.
- ***The best program is the one that will reach the greatest number of dynamics and will do the greatest good on the greatest number of dynamics. And that my people who want to become victims by going broke, includes dynamic one as well as dynamic four.*** A good program is a win-win across the board.

The Maxims

- ***Programs must support themselves financially.***
You don't want a program that lives off the success of another.
- ***Programs must ACCUMULATE interest and bring in other assistance by virtue of the program interest alone or they will never grow.*** Ever feel like you had to drag people along?
- ***A program is a bad program if it detracts from programs which are already successful or distracts staff people or associates from work they are already doing that is adding up to successful execution of other programs.*** Don't get caught up in the exciting "new" idea and drop your current successful actions.

The Maxims

- ***Never spend more on a program than the income from one person signing up can repay.***
You must understand what a customer is really worth.
- ***Never permit a new program to inhibit the success of a routine one or injure its income.***
Be sure that all new programs will result in a net increase in overall success.



[Read the Companion Article on This](#)

Summary

- Consider the broad areas you want to handle
- Create plans to address them
- Turn these plans into well thought-out programs
- Take each program and ask yourself if each one meets the list of 12 maxims
- If so, move forward
- If not, fix it or drop it



Up Next

Is Your Buy-Sell Agreement Up to Date?

A Prosperity Plus Webinar

Thurs, Feb. 20, 2020 at 1 pm Eastern.

[Register now at prosperityplus.com.](https://prosperityplus.com)

Questions?

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