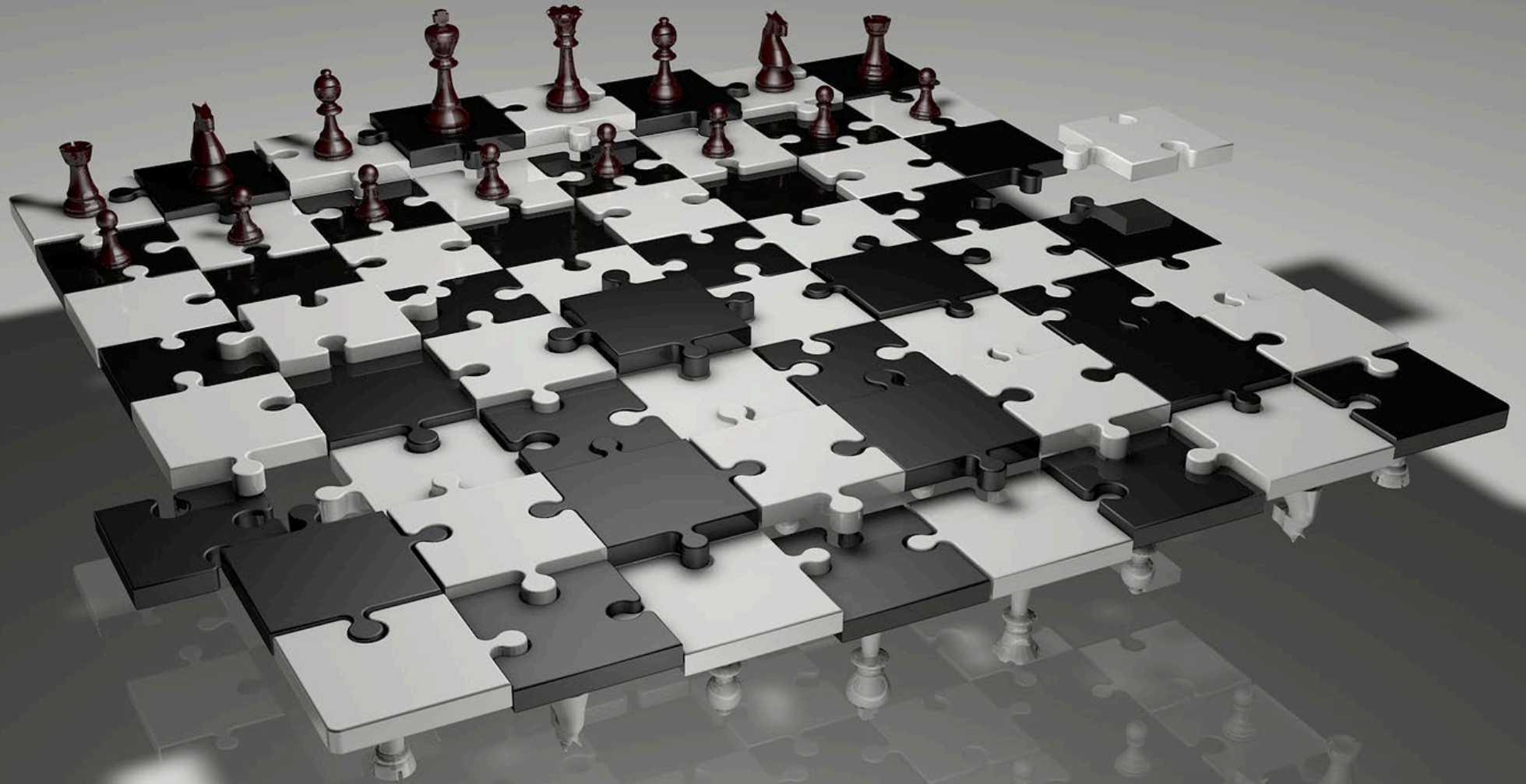


Making Your Plans Succeed

By Jim Kahrs



The Major Points

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



Introductions

- Jim Kahrs - > 33 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
 - More than 270 transactions
- Marketing Communications
- Consulting based upon industry experience + highly successful Hubbard® Management System & Value Builder System®



 Certified Value Builder™



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

- **Maxim One** – “Any idea no matter if badly executed is better than no idea at all.”
- **Maxim Two** – “A program to be effective must be executed.”
- **Maxim Three** – “A program put into action requires guidance.”
- **Maxim Four** – “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.”

The Maxims

- **Maxim Five** – “Any program requires some finance. Get the finance into sight before you start to fire, or have a very solid guarantee that the program will produce finance before you execute it.”
- **Maxim Six** – “A program requires attention from somebody. An unattended program that is everybody’s child will become a juvenile delinquent.”
- **Maxim Seven** – “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.”

The Maxims

- **Maxim Eight** – “Programs must support themselves financially.”
- **Maxim Nine** – “Programs must ACCUMULATE interest and bring in other assistance by virtue of the program interest alone or they will never grow.”
- **Maxim Ten** – “A program is a bad program if it detracts from programs which are already proving successful or distracts staff people or associates from work they are already doing that is adding up to successful execution of other programs.”

The Maxims

- **Maxim Eleven** – “Never spend more on a program than the income from one person signing up can repay.”
- **Maxim Twelve** – “Never permit a new program to inhibit the success of a routine one or injure its income.”



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



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Questions?

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