

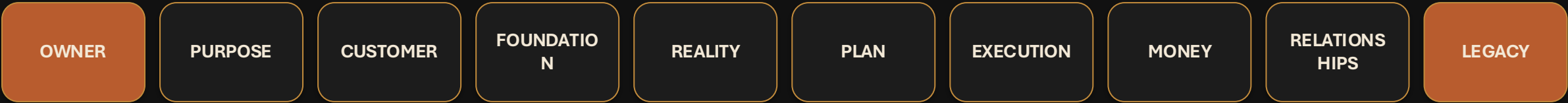
THE 10 KEYS TO BUSINESS SUCCESS

Orland Park

BUILDERS Intelligence Group

Successful businesses are built—not discovered.

The 10 Keys are a progression from owner to legacy.



Helps someone to build a business that works, creates value, survives difficult periods, and ultimately becomes something worth

1

Begin with the Right Attitude

You cannot always control circumstances, but you remain responsible for your response.

Confront reality without surrendering to it.

Own the next decision instead of blaming circumstances.

The enterprise eventually reflects the thinking of the owner.

2

Know Your Purpose

A business without a clear purpose becomes reactive; an owner with a clear purpose can make disciplined choices.

Know whom you serve and the value you create.

Use purpose as a filter for opportunities and distractions.

Profit sustains the enterprise; purpose directs it.

3

Understand the Customer—and Learn to Sell

Until value is communicated, accepted, and paid for, it remains an idea rather than a business.

Know the customer, the problem, and the buying decision.

Communicate value clearly and ask for the business.

Selling is helping someone recognize and act on genuine value.

4

Build on Sound Foundations

Energy cannot permanently overcome structural weakness.

Clarify ownership, responsibilities, money flow, and operating model.

Build the structure before adding complexity.

Hard work cannot permanently compensate for a weak foundation.

5

Assess Reality Honestly

Truth is not the enemy of ambition; truth is the starting point of sound improvement.

See the business as it is—not as you hope it will be.

Examine customers, finances, operations, risks, and owner dependence.

Find bad news early enough to act on it.

6

Convert Vision into Priorities and a Plan

A goal without priorities competes helplessly with the urgent demands of the day.

Choose what matters most—and what will wait.

Assign responsibility, resources, timing, and measurable outcomes.

Planning is deciding how to move forward despite uncertainty.

7

Execute with Discipline, Measurement, and Systems

What is important must become visible, assigned, measured, and completed.

Turn intention into completed work.

Replace recurring heroics with repeatable systems.

Measure progress so activity does not masquerade as advancement.

8

Master the Money

Cash provides oxygen, margin provides resilience, and financial understanding provides control.

Understand revenue, margin, cash flow, working capital, debt, and pricing.

Delegate bookkeeping—not financial understanding.

Financial discipline is stewardship, not greed.

9

Build Relationships—and an Enterprise Beyond Yourself

If every important function depends upon the owner, the owner has created demanding employment—not yet a durable enterprise.

Build trusted relationships with customers, people, advisers, and partners.

Delegate real responsibility and create accountability.

Move knowledge out of one person's head and into the organization.

10

Adapt, Persevere, and Build for Legacy

Build not merely to survive today, but to create something valuable enough to endure, transfer, and serve others tomorrow.

Preserve principles while adapting methods.

Perseverance means changing the route without abandoning the destination.

Build an asset that can endure beyond the owner's daily labor.

WHAT ARE YOU BUILDING?

And what is the next decision you need to make
to build it better?

Decision by decision. Customer by customer. System by system. Year by year.