

5 STAGES OF BUSINESS SYSTEMS



What are Restoration Business Systems?

Simply put, it is how a business operates. It represents everything from organizational structure to goal-setting, hiring practices, and meeting management. A business system ensures every team member is aligned and dedicated to building a successful organization with strong, trust-based relationships among all stakeholders. Regardless of size, every business, from its inception, relies on some form of a business system.

Some Restoration Business Systems are designed by external experts, drawing from decades of trial and error to address all major elements associated with building a great company: encompassing concepts, tools, and disciplines.

Now, let's dive in.

5 STAGES OF BUSINESS SYSTEMS



If one of the stages feels familiar to you, don't freak out.
Own it and focus on taking the steps to elevate.

We've all been there.

**99% OF COMPANIES LEARN AND
EVOLVE FROM MISTAKES**

STAGE ONE



ACCIDENTAL SYSTEM - Where We All Begin

You start a business, and you're basically winging it. Doing what you know because it's what has gotten you to this point. It's natural. You'd be hard pressed to find anyone who cannot remember their early days in business.

"Hustle" is a term often associated with individuals in similar situations. You do whatever it takes to keep the ship from sinking.

You're the ultimate problem solver. Living out the roles of both a technician and OPERATOR, setting an inspirational example for your team. You set the tone of engagement and flexibility.

BLIND SPOTS & SYMPTOMS TO BE AWARE OF

While this is a critical phase and full of self-awareness, you must recognize that this phase is not a place for complacency, despite any accomplishments.

Embrace and lean into the idea of change and challenge everything.

In this phase, everyone does everything. You have a growing TECH STACK. Multiple tools and various applications that get the job done. Often creating an abundance of confusion and extra energy.

STAGE ONE



ACCIDENTAL SYSTEM - Cont.

Accountability is difficult or non-existent. You spend more time making sure everyone is doing their jobs AND fixing mistakes. This leaves little time to grow the business.

The Accidental System is improvised, reactive, and disorganized. Survival is the goal. This will exhaust everyone as sales and production increases.

ACTION POINTS

1. **Invest in Learning:** Educate yourself. Set aside isolated time on your schedule to listen to audiobooks, podcasts, reading, and subscribing to relevant blogs or newsletters.
2. **Create a Tribe:** Meet others both locally and nationally. Attend industry conferences. This industry is full of like-minded people that want what you want. Find them and support one another.
3. **Look Forward:** While moving your ship forward, set your sights on the next stage. What does that look like for you?
4. **Get Organized:** Find systems to organize yourself and others. If this is not your strength, find someone who it is.
5. **Purchase Courses or Restoration Operating System (ROS):** [ROS is a three-phase coaching system](#) designed to stop you from making knee-jerk decisions and address challenges. Or we have several [online courses](#) you can watch at your convenience.

STAGE TWO



INTENTIONAL SYSTEM - Stepping Up Your Game

As a business stabilizes, gaining customers and team members, it begins to leverage its experience to establish a preliminary operating system. You're not winging it anymore, you're doing it with intention.

You might form what we refer to as a Senior Leadership Team (SLT). A group of trusted and tenured staff that are committed to following established processes, ensuring a consistent outcome.

In this phase, you have identified and fine-tuned the tools and processes that are commonly used across your operations.

A company operating in an Intentional System gains a clear sense of its identity and carefully selects team members who contribute to a positive staffing culture. This systematic approach enhances meetings, streamlines training, and encourages adaptability when facing new challenges.

You no longer adopt and create new systems to provide a [band-aid for a bullet hole](#). You move away from having "reactive" habits and shift towards proactive approaches.

Here, you begin to understand that while we serve customers dealing with varying levels of disasters, we are not required to run our businesses the same. Control the chaos.

STAGE TWO



INTENTIONAL SYSTEM - Cont.

BLIND SPOTS & SYMPTOMS TO BE AWARE OF

Financial Pitfalls: This phase may generate more cash flow and a sense of growth, tempting businesses to overspend in an effort to safeguard their financial stability.

Seasonal Variations: Seasonal spikes and sudden business relationships can offer lucrative opportunities. While these are incredible, they may be short-lived and not easily replicated. A lack of strong financial understanding into the business's position can lead to premature investments.

A great course we offer, [60 Days to Build a Strong Restoration Company](#), can help you learn more about this area of your business.

ACTION POINTS

1. **Self-Improvement:** Strengthen your weaknesses.
2. **Marketing Strategies:** Identify measurable differentiators in your marketing efforts that are suited to your specific market and service offerings.
3. **Invest in Your Team:** Prioritize your team, especially in junior and/or emerging leaders.
4. **Delegation:** Develop a habit of delegating and buy back your time. Focus on profitable and impactful work.
5. **Stay Humble**

STAGE THREE



DESIGNED SYSTEM - When You Get Serious

As the organization continues to scale, your SLT might adopt a Designed Business System that has been configured by an expert. A coach or mentor adds immense value to a business. Most successful companies have one to several mentors helping them speed up the growth cycle.

Deciding to bring in a coach or mentor requires A LOT of trust and a clear vision of what it is you WANT. Once you clearly articulated your personal and business goals, you embark on research to find someone that has experience and RESULTS in those specific areas.

A Designed Business System consists of interrelated concepts, tools, and disciplines that work best when used together.

You are never too far from this system once you learn that GRIND is not enough. You need to gain control over your vision and maintain clarity.

STAGE THREE



DESIGNED SYSTEM - Cont.

BLIND SPOTS & SYMPTOMS TO BE AWARE OF

Complacency: There might be moments when a sense of complacency creeps in, leading you to believe that everything is running smoothly.

Changes in Leadership: Major changes within your SLT can be disruptive and drag the leader back into operations. People leave. For both unavoidable and intentional reasons.

Stay Vigilant: Failures are learning lessons. Welcome and embrace them. They are opportunities.

Founder's Anxiety: Some founders experience separation anxiety when they no longer feel indispensable to the business. While this might sound ideal, the fear of things falling apart can persist. This can be controlled by designing specific meeting pulses and dashboards to maintain transparency, knowing when you are needed provides comfort.

STAGE THREE



DESIGNED SYSTEM - Cont.

ACTION POINTS

1. **Challenge Your Systems:** Look to expose failure and improve.
2. **Create Future Visions:** Develop and maintain a clear vision of where your business is headed.
3. **Adopt a COACH Mindset:** Your goal is to spend time supporting and mentoring others.
4. **Embrace Team Failure:** Do not be too quick to jump in and prevent. Allow room for learning and growth through these experiences.

STAGE FOUR



HOLISTIC SYSTEM - The Smooth Operator

This is a powerful and pivotal stage. You now have data that supports time-tested processes and outcomes.

Your sales and marketing teams now have gained confidence in the deliverability of your product or services, which is instrumental for your business's success.

BLIND SPOTS & SYMPTOMS TO BE AWARE OF

Complacency: When in this stage, it can feel calm. Focus is placed on sales and exploring more opportunities.

Duplication: Expansion, whether through new locations or services, can put a burden on the company financially and structurally. Fluidity in this stage can create a fountain of new ideas.

Remember, not all ideas are great. Some are simply dreams and should stay that way. Have a strong validation loop with your SLT.

Perspective: When in a Holistic System, it's important to look for disruptions and anticipated future changes.

Founder's Clarity: The founder must also be VERY clear on how much is enough. Bigger and busier may stroke the ego, but does the additional work, stress and time suck match the goals you initially set?

STAGE FOUR



HOLISTIC SYSTEM - Cont.

ACTION POINTS

1. **Mentorship and Coaching:** Work closely with a mentor or coach on strategy. Control growth and bounce ideas off walls to determine what makes the most sense.
2. **Culture:** Place strong emphasis on fostering a healthy and productive team culture.
3. **HR Management:** Pay close attention to your Human Resources division to ensure the team remains harmonious and engaged.
4. **Cash Flow Management:** Maintain a vigilant approach to managing your cash flow to sustain the business effectively.
5. **Schedule Breaks:** Prioritize scheduled vacations or clarity breaks. Time spent with a pen and paper in a reflective setting can do far more than being constantly present in the office or field.

STAGE FIVE



INTEGRATED SYSTEM - The Ultimate Freedom

You've reached the pinnacle of your business journey, and your business practically runs itself. You now have a unified and generally autonomous business with all processes, data, and project actions are integrated into a CRM, making everything transparent and easily accessible.

Automation has become a part of the business, without forsaking customer experience.

In the Integrated System, it's not uncommon that the owner or founder has stepped away from daily operations. This might have occurred in a previous stage, but here it is very realistic.

This new positioning opens doors to explore new business ideas, investing, passion projects, or simply enjoying life with family and friends.

We build businesses because we're not wired to be employees. Our vision and creativity drive us to build something OUR way, building a life we see as we daydream.

STAGE FIVE



INTEGRATED SYSTEM - Cont.

BLIND SPOTS & SYMPTOMS TO BE AWARE OF

If you, the founder, have not considered this stage and envisioned yourself with freedom, this is the perfect time to consider it.

Letting Go: For many entrepreneurs who are natural builders, stepping back from a full calendar can be challenging. This causes anxiety and hinders the growth of your team, making them feel they cannot be trusted.

Trust in Others: As you become more hands-off, your trust in others will be tested. It's essential to nurture that trust.

ACTION POINTS

1. **Define and Design Your Next Passion:** Explore and define your next passion, whether it's within your industry or outside of it.
2. **Explore Your Interests:** Dive into the activities that truly ignite your enthusiasm. Consider volunteering, join association committees, or become an instructor or a teacher.
3. **Cast Vision Among Your SLT:** Continually communicate your vision to your SLT and ensure they know you are accessible.
4. **Delegate Stewardship:** Assign stewardship responsibilities to your SLT and allow them to take on key roles shaping the business's vision. This is how your brand stays relevant and adaptive to changing needs.

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IN CONCLUSION

Identify and assess where you are currently, but don't dwell on it. Where you are now is likely a far cry from where you started.

That pace will not only continue, it'll start to accelerate, resulting in more substantial leaps.

Leverage your current agility and allocate 10-20% of your time to work on getting yourself to the next stage. It's a journey our clients, particularly those in our [Restoration Operating System \(ROS\)](#) coaching program, experience. They gain both momentum and confidence on this sometimes daunting roller coaster.

Keep pushing towards your best, elevating yourself, your team, the community, and the industry at large.

And remember, rising tides raise all ships.

Cheers!