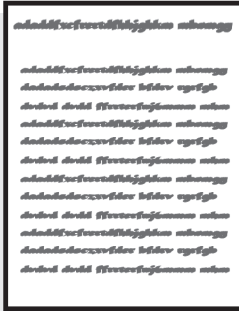


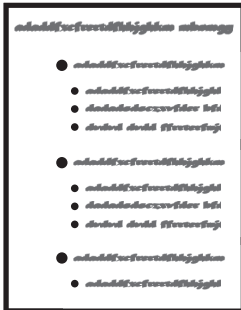
THE 3-STEP PROCESS DOCUMENTER™



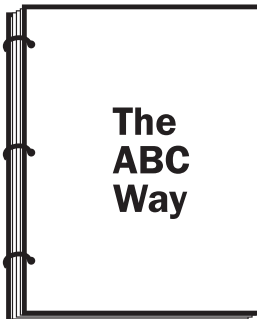
Step 1 - Identify

- Identify your *handful* of core processes
- Make a list (HR, Marketing, Sales, Several Operations, Accounting, Customer Service/Retention, etc.)
- Give each of them a name, with everyone agreeing to use that name

Step 2 - Document



- One at a time, record the major steps in each core process:
 - Favor a linear/chronological approach
 - Each major step should be supported by 1-5 sub-points defining the who/what/where/when/how
 - Keep it simple (the 20/80 approach) Each core process should be fully documented in 1-5 pages
- Review and approve each core process – every member of the leadership team must agree *this* is the right way to do it every time
- Repeat this step for every core process



Step 3 - Package

- Combine each documented and simplified core process into a binder, online folder or other accessible, easy-to-find package
- Turn your list of core processes (from Step 1) into your table of contents
- Give it a name. The ABC Way, Franchise Model, Operating Model, SOP, Circle of Life, etc.