

GROW YOUR BUSINESS



LET'S GROW YOUR BUSINESS

TOM MC IFLE

INDONESIA'S #1 BUSINESS COACH

THANKING YOU FOR YOUR ...

TIME

**It's the raw material of your
SUCCESS**

**With TIME everything is possible, without it nothing
is possible**

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MY LIFE INTENTION ...



To bring Happiness, Wealth & Abundance by UNLOCKING GREATNESS in others ...

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PROMISE & PERMISSION

- **WAKTU**
- **BAHASA**
- **SUPPORT**
- **PROGRAM**



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PRIVATE COACHING

PROGRAM IMPLEMENTASI BISNIS TERBAIK
RP. 35.000.000/BULAN

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Banyak pekerjaan baru akan membutuhkan keterampilan baru, dan kami memperkirakan bahwa

**INDONESIA AKAN MENGHADAPI
KEKURANGAN SEMBILAN JUTA PEKERJA
DENGAN KETERAMPILAN DIGITAL ANTARA
TAHUN 2015 DAN 2030**

SOURCE: <https://www.mckinsey.com/>

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APAKAH ANDA MENJALANKAN

Business atau BUSYNESS

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Uang

www.worldofstock.com



&



Waktu

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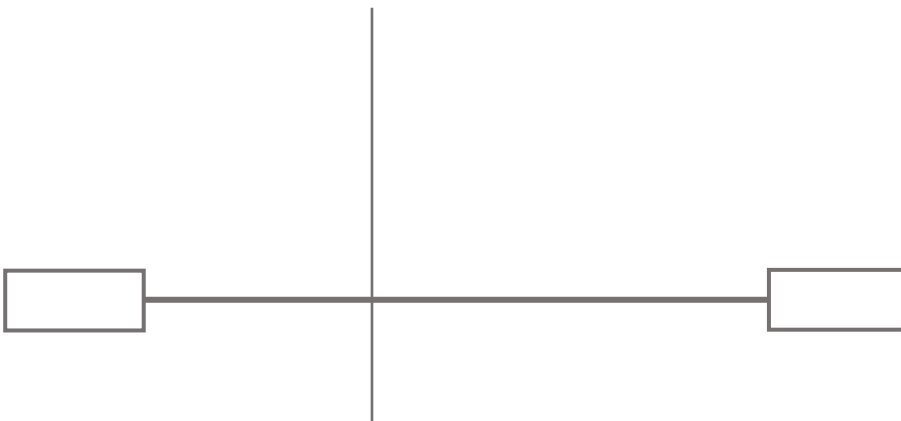
7 TANDA KEGAGALAN ...

1. Banyak orang tapi tidak produktif
2. Punya manager tapi tidak tahu fungsi manager
3. Job Description tumpang tindih
4. SOP tidak dijalankan
5. Perusahaan tambah besar, team tidak berkembang
6. Penjualan turun naik
7. Leader tidak tegas



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SURVIVAL POINT



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GROW YOUR MONEY	GROW YOUR MARKET
GROW YOUR TEAM	GROW YOUR SELF

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WHY YOUR MONEY IS NOT GROWING?

1. Lemahnya strategi penjualan
2. Sales team yang tidak terlatih
3. Cashflow terbatas
4. Margin yang terlalu tipis
5. Piutang yang tidak terkendali
6. Laporan keuangan yang tidak akurat
7. Tidak ada laporan
8. Inventory mati tidak terkendali
9. Biaya yang membengkak
10. Tidak memiliki strategi manajemen keuangan



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"...Saya diajarkan bagaimana bermain ski diatas gelombang krisis moneter, dan sejak itu profit saya naik terus hingga ratusan persen setiap bulannya..."

Bpk. Kristian Hardianto
Owner, Kospin Sekartama

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GROW YOUR MARKET

BLUE OCEAN STRATEGY	BUSINESS STRENGTH	COMPETITIVE ADVANTAGE
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DALAM BISNIS, KAMI SELALU DIAJARKAN UNTUK MELAWAN MUSUH ATAS PASAR TERTENTU.

Signs of fierce competition/ market unattractiveness

Zero-sum Game
(fighting over the same customers)

"Me-too" Products
(commoditized)

Supply > Demand

Price Wars

Red Ocean of Bloody Competition

Rising Churn Rate

Declining Brand/ Customer Loyalty

Slowing Growth/ Mature Markets

Shrinking Profit Margins

...and our language of strategy is deeply imbued with its roots in military:
 "Chief executive officers sitting in the corporate headquarters think about what their customer-facing people at the front lines are doing, and how to capture a larger share of their markets"
 It is a "winner/loser" thinking



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TO BREAK OUT OF THIS RED OCEAN, A "PEACEFUL" WAY OF STRATEGIC THINKING SHOULD BE ADOPTED

Red Ocean vs. Blue Ocean

Red Ocean Strategy	Blue Ocean Strategy
Rebutan pasar	Cari pasar baru
Mengalahkan kompetitor	Kompetitor jadi tidak pengaruh
Eksplorasi pasar yang ada	Ciptakan permintaan baru
Value vs Cost	Value & cost
Menyelaraskan seluruh sistem kegiatan perusahaan dengan pilihan strategis diferensiasi atau biaya rendah	Menyelaraskan seluruh sistem kegiatan perusahaan dalam mengejar diferensiasi dan biaya rendah

"Go where profits and growth are – and where the competition isn't" —W. Chan Kim and Renée Mauborgne

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BUSINESS STRENGTH

Friendly and professional customer service culture	Good relationship with communities
Good relationship with investors	Good reputation
High brand recognition	High conversion rates
High employee engagement	High gross margins
High levels of automation	High market penetration
High performing employees	High product availability
High return on invested capital	High work throughput
Highly trained employees	Lack of debt
Large cash position	Logistics capabilities
Low cost of capital	Low overhead costs
Low risk exposure	Low unit cost

VRIO COMPETITIVE STRATEGY

Valuable?	Rare?	Costly/Hard to imitate?	Exploited by the organization?	Competitive implication
NO				Competitive disadvantage
YES	NO			Competitive parity
YES	YES	NO		Temporary competitive advantage
YES	YES	YES	NO	Unexploited competitive advantage
YES	YES	YES	YES	Sustained competitive advantage

BUSINESS TOOLKIT

- 34 Strategi Pengembangan Manusia
- 47 Trik Menciptakan Proses yang ramping
- 141 Startegi Memenangkan Pelanggan
- 68 Strategi Meningkatkan Profit
- KPI List by Industry
- Checklist Sistemasi
- 30 Cashflow Strategy
- Business Blueprint



GROW YOUR TEAM

STARTING

GROWING

SCALING

SELF IMPROVEMENT

The key elements to self-improvement



Identify your weaknesses & work on them



Overcome your fears



Beat procrastination



Set goals & a plan to achieve them



Increase your self-esteem & confidence



Work on your self-discipline



Adopt a positive attitude



Learn new skills



Find your purpose in life



Semula rumit menjadi sederhana

"Tom adalah business coach yang menuntun saya menjadikan manajemen bisnis yang semula rumit dan frustrating menjadi sederhana, mudah, dan menyenangkan... wajib bagi pengusaha yang ingin bisnisnya berkembang!"

H.Heppy Trenggono, pendiri United Balimuda Group, pemilik perkebunan kelapa sawit, bisnis alat-alat berat, dan produsen makanan happyFood dan Polayo. "10 Pengusaha yang sukses membangun bisnis dari 0"



SPECIAL

Rp. 4.850.000

Skills

Entrepreneurship

1. Entrepreneur Mindset
2. Business Blueprint
3. Money Psychology
4. Cashflow Strategy
5. Process Excellence
6. Business Structure
7. KPI & Team Mastery
8. Recruitment Mastery



TAHUKAH ANDA ...

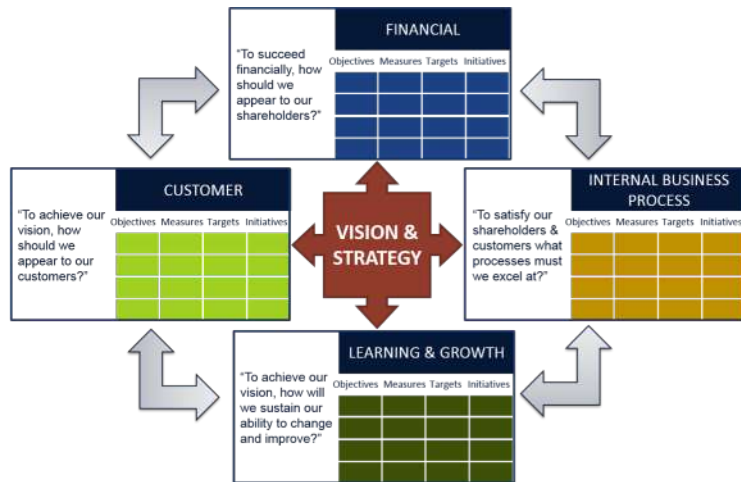
- 69% karyawan resign karena kurang apresiasi
- 85% Karyawan Tidak Terlibat di Tempat Kerja
- 81% Karyawan Sedang Mempertimbangkan untuk resign
- 74 persen karyawan yang lebih muda akan menerima potongan gaji untuk mendapatkan kesempatan bekerja pada pekerjaan ideal mereka
- Budaya Perusahaan yang Baik Meningkatkan Pendapatan sebesar 4X



<https://blog.smarp.com/employee-engagement-8-statistics-you-need-to-know>



COLLABORATION



CONTOH - PENCAPAIAN KPI

Perspektif	KPI	KPI Pencapaian	Status	Target KPI
Keuangan	Revenue	21,500,000,000	●	25,300,000,000
	Gross margin	48%	●	47.5%
	Net margin	10%	●	11.2%
	Nilai inventory	115,200,000,005	●	112,100,000,000
	Ratio inventory vs HPP	0.10	●	9.6
Pelanggan	Piutang > 30 hari	2,600,000,000	●	2,500,000,000
	Jumlah customer (End User)	933,000,000.00	●	1,200,000,000
	Nilai pembelian per customer (End User)	3,830,690.68	●	6,643,552
	Komposisi omset per kategori customer	70%	●	80%
	Brand awareness	50%	●	50%
Proses Internal	Kepuasan pelanggan	10%	●	25%
	Franchise baru	5	●	15
	Ketepatan produksi sesuai dengan lead time	75%	●	98%
	Efisiensi penggunaan bahan baku	87%	●	95%
	Cacat produk	22%	●	50%
Pembelajaran dan Pertumbuhan	Cacat bahan baku	40%	●	10%
	Retur & service produk	60%	●	20%
	Ketepatan & kecepatan pemasangan	89%	●	98%
	Ketepatan & kecepatan pengiriman	99%	●	99%
	Downtime mesin	0.1	●	10
Pertumbuhan	Training/karyawan	13	●	15
	Absensi kehadiran	98%	●	99%
	Rasio Keterlambatan	12%	●	8%
	Rasio turn over karyawan	90%	●	90%

ANDA MEMILIKI 3 PILIHAN

- 1 SAYA UDAH TAHU ...
- 2 SAYA BELAJAR LEBIH BANYAK ...
- 3 SAYA INGIN IMPLEMENTASI ...

bit.ly/4dmentoring

👍 **“Never wish your life were easier ...
Wish that YOU were better.”**

👍 **“Work harder on yourself than you do
on your job ...”**

- James E. Rohn

Q&A