

BUSINESS MADE SIMPLE

**60 Days to Master Leadership, Sales, Marketing,
Execution, Management, Personal Productivity and More**

DONALD MILLER

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MAIN IDEA

What does it take to get promoted? Having an MBA from a prestigious university used to be the ticket to success, but today you're more likely to get promoted if you offer tangible added value to your employer. You have to show you're a value-driven professional to get promoted and get ahead.



Specifically, there are ten competencies you need to show you already have in order to stand out. If you can definitively show you're adding value to your organization, then it stands to reason they will give you a raise and ultimately a promotion.

Going back to school is good, but an equally viable approach is to undertake a 60-day training program where you systematically work at acquiring these skills in-house for yourself. Mastering these lessons in the context of your own business can even be more valuable than learning what worked for others years ago in business school.

Invest 60 days in your business education. Master the ten competencies of value-driven professionals, and you can dramatically increase your personal value on the open market.

"This is the secret to success. If you want to succeed in work, love, friendship, and life, give the people around you a great return on whatever it is they invest in you. In a competitive environment, every company is looking for a team member that is a good economic investment. The truth is, if you master the ten core competencies of a value-driven professional—you will dramatically increase your personal worth on the open market. You will also become deadly at your job. Nobody will beat you."

– Donald Miller

60 Days to Develop the 10 Competencies of Value-Driven Professionals



1	KNOW HOW A BUSINESS REALLY WORKS	6	BE A GREAT COMMUNICATOR
2	BE A CLEAR & COMPELLING LEADER	7	KNOW HOW TO SELL
3	BE PERSONALLY PRODUCTIVE	8	BE HIGHLY SKILLED AT NEGOTIATION
4	UNDERSTAND STRATEGY & MESSAGING	9	BE A GOOD PEOPLE MANAGER
5	BUILD MARKETING CAMPAIGNS	10	KNOW HOW TO GET THINGS DONE

Competency #1 – You have to know how a business really works Page 2
 Concentrate on understanding activity-to-output ratios, and the need for cash flow.

Competency #2 – You need to be a clear & compelling leader Page 3
 Know how to align and inspire teams with mission statements and principles.

Competency #3 – You must be personally productive Page 3
 Learn how to get the most done in the least amount of time, while also making sure you do the right things.

Competency #4 – You must understand business strategy and messaging Page 4
 Understand the components of a business, and you can make good strategic choices. Keep it simple.

Competency #5 – You need to understand how to build a marketing campaign Page 5
 Create a marketing sales funnel so you can reach out to prospects again and again, until they buy.

Competency #6 – You must be a great communicator Page 5
 To be a great communicator, answer the five questions in everyone's mind creatively and memorably.

Competency #7– You need to know how to sell Page 6
 Selling is always a sequential process. Make your future customer the hero of your stories.

Competency #8 – You need to become highly skilled at negotiation Pages 6 - 7
 When negotiating, don't wing it, or follow your gut. Have a proven process you trust.

Competency #9 – You must be a good people manager Page 7
 Be able to analyze the skills and talents of your team, and design a winning plan around that team.

Competency #10 – You need to know how to get things done Page 8
 Great companies and professionals have an execution system. They don't leave things to chance.