

Stuff That Works Building Careers

Chapter 9

“Three Little Pigs”

Take Action

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Chapter 9 Take Action: Content

- Know the P&L for your company. Find someone in finance to explain it to you. Carry it around with you and study it.
- Know your industry. Its revenue. Who are the big players. What are their strengths and weaknesses. What are the trade journals. What do the analysts think the outlook is.
- Perfect your network. Have active members within the company, at customers, at competitors, suppliers and in other industries. Work on it and keep it broad in all these areas.
- Invest time on Stuffthatworksbooks.com

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Chapter 9 Take Action: Action 1

Know the P&L for your company. Find someone in finance to explain it to you. Carry it around with you and study it.

ACTION

Knowing the P&L and having a resource in Finance to help build your expertise in this area is Brick. This knowledge and relationship are the rock you need as a foundation to build a strong career.

Have your friend in finance draw you a picture of how your company makes its money. Have them identify areas of improvement.

Ask them where your companies weaknesses are. Ask them about competitors. Seek to truly understand the money.

EXAMPLES

Profit & Loss Forecast

SALES [a]	Year 1	Year 2
product 1	£80,000	£125,000
Product 2	£110,000	£190,000
product 3	£60,000	£95,000
Total Sales	£250,000	£380,000
DIRECT COSTS [b]		
raw materials	£40,000	£48,500
packaging	£20,000	£62,000
production wages	£35,000	£39,000
Total Direct Costs	£125,000	£149,500
OVERHEADS [c]		
rent	£45,000	£45,000
rates	£22,000	£22,000
administrative salaries	£35,000	£37,500
utilities	£9,000	£11,000
marketing	£65,000	£85,000
administration	£20,000	£23,000
Total Overheads	£196,000	£223,500
Trading Profit [a-b-c]	-£71,000	£7,000

Net P&L % of Theoretical option value

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Chapter 9 Take Action: Action 2

Know your industry. Its revenue. Who are the big players. What are their strengths and weaknesses. What are the trade journals. What do the analysts think the outlook is.

ACTION.

EXAMPLES

Liked	Disliked	Change	Status
Accuracy		None	Continue
	Speed	Must be faster	Trust myself stop asking others to check work
Thorough		I ask all the right questions	Continue
Approach		Likes analytical approaches	Continue
	Inclusion of others	Trust myself and stop having others check all of my work	Trust myself

Boss,

Thanks for the feedback. I will work on my speed. In addition I will trust my work and stop asking Bill and Ted to check everything I do.

I will improve,

Thanks

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Chapter 9 Take Action: Action 3

Perfect your network. Have active members within the company, at customers, at competitors, suppliers and in other industries. Work on it and keep it broad in all these areas.

ACTION.

You must be diligent and constant in building your network. This is the mortar that will bind your bricks together to build a formidable career.

A strong vibrant network will allow you to withstand the wolf and all of its huffing and puffing.

Invest a little time on your network each day. Seriously contact one person every day. Have a plan and work the plan. A little investment everyday will generate compound returns.

EXAMPLES

NAME	Title	Company	MY ACTIONS
Tanya	Dir Finance	My Company	Meeting WED TO REVIEW P&L
Jeff	Buyer	My Customer	Call Friday just to chat about family
Dan	Region Sales Southeast	My Competitor	Call to see how they are doing at Walmart
Shelly	Sales Lead IT Solutions	Our IT Contractor	Call to see how business is. Who is their hottest customer today
Chris	V.P. First Bank	Local Bank	Call to invite to drinks next week. Want to introduce him to my contractor

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Chapter 9 Take Action: Action 4

Invest time on Stuffthatworksbooks.com .

ACTION.

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site Stuffthatworksbooks.com .

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

EXAMPLES

CONTRIBUTE

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.