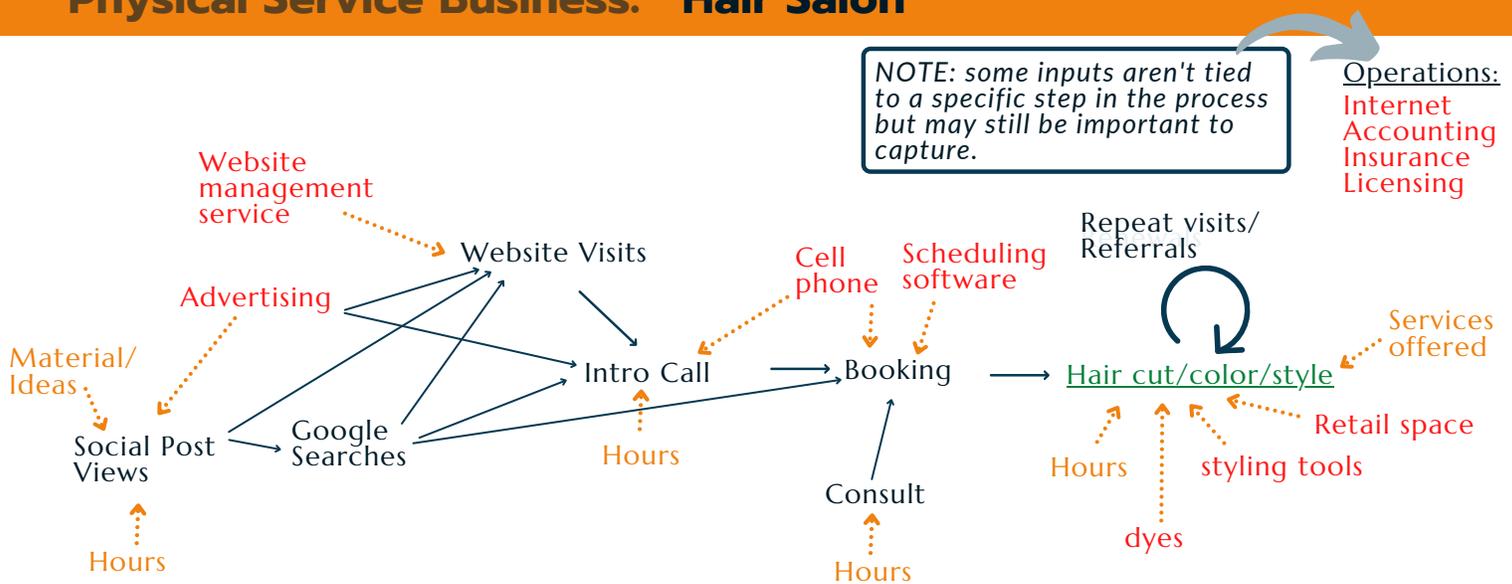


Example Process Flows

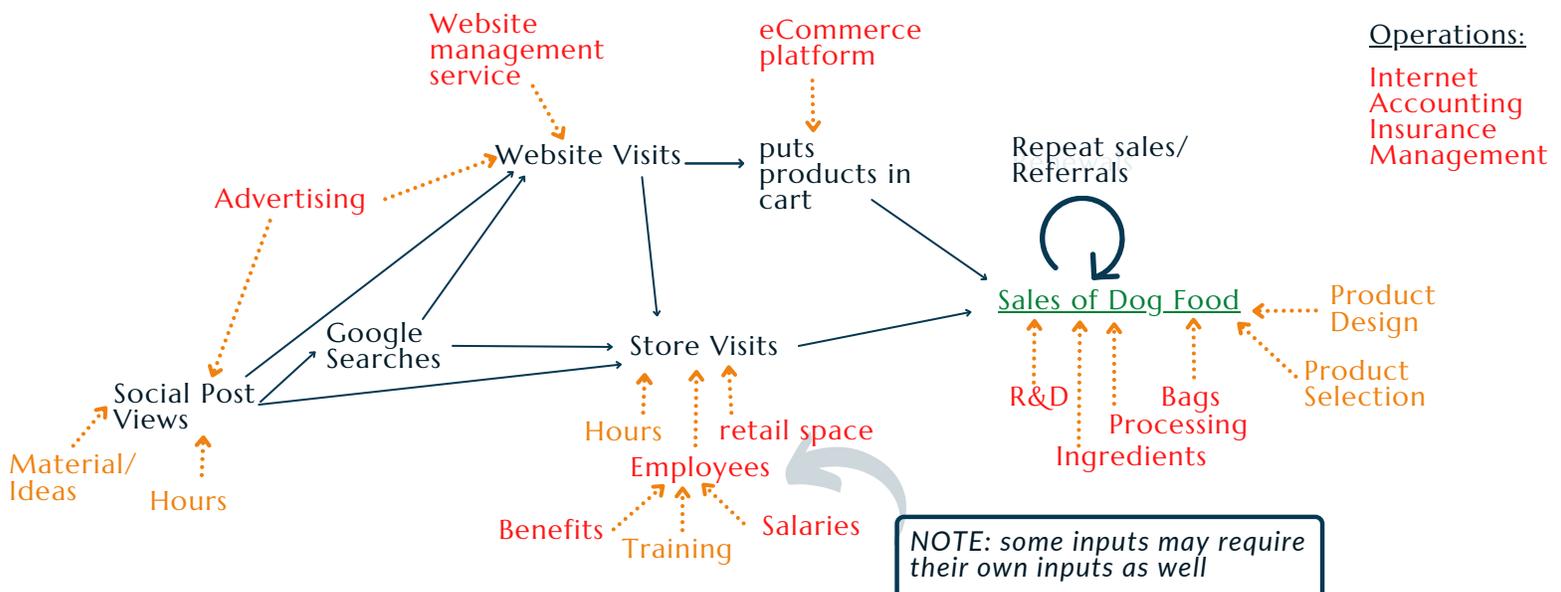


Below are several examples of different businesses and potential process flows. Note that these are NOT exhaustive - you don't need to capture EVERYTHING your business uses and does. Focus on the most impactful or sizable things first. **Blue items** are engines, or the things that drive your business that you can't directly cause but you can influence. **Red items** are inputs that are also direct expenses (i.e. they cost you money). **Orange items** are inputs that may not directly cost money but are still required to function, like your hours. The **green item(s)** is what you exist to do, the thrust that powers your plane. This thrust should also accomplish at least one of your primary goals/destinations.

Physical Service Business: Hair Salon



Physical Product Business: Pet Food Store



Example Flight Plan



Physical Service Business: Hair Salon

Plan

Destination (Goals):

- Generate at least \$60,000 in annual net earnings.
- Employ at least one person with a physical disability or neurodiversity.
- Only work one weekend day per week.

Lift:

- (# of services provided) x (price)= income

Gravity:

- Total expenses (*money out the door*)

Fuel:

- | | |
|----------------------|-----------------------|
| • Retail space | • Advertising |
| • Licensing | • Cell phone/service |
| • Insurance | • Scheduling software |
| • Accounting | • Styling tools |
| • Website management | • Dyes |

These fuel elements are what generate our gravity (expenses)

Liftoff

- | | |
|--------------------|---|
| • Proprietor hours | • Specialist hair services |
| • Training | • Insights, stories, photos, and other material for marketing/media |
| • Experience | |

These fuel elements don't cost money but we still need them to power our flight

Thrust:

- Hair cuts
- Hair colors
- Styling

All the fuel is used to create thrust, or the main way the organization "flies"

Example Flight Plan



Physical Service Business: Hair Salon

Aviate

Levers:

- Services provided
- Hours spent on
- intro calls
- bookings
- each service
- Tools purchased, rate of usage
- Social post topics, materials, timing, sites
- Software used, cell plan
- Ad content, spend

Engine indicators:

- New customers
- Repeat customers
- Conversion rate of new to repeat customers
- Conversion rate for web visitors to bookings
- No-shows
- Google search rankings

Navigate

Frequency of navigation review:

- **Monthly** revenue and expense number reviews
- **Monthly** customer count and conversion reviews
- **Quarterly** web analytics reviews

Possible navigation questions:

- Which customer segments have the highest return/conversion rates? Which have the lowest?
- Did targeting segment A with a coupon increase repeat visits?
- Did my new website increase conversions?
- Did my latest ad campaign increase quality website visits?
- Would increasing or decreasing price increase net income?