THE SYSTEM
FOR WRITING
SYSTEMS

WHAT'S INSIDE?

ABOUT SYSTEMS

Imagine... elevating yourself out of your business knowing with certainty that your business will run smoothly and profitably, even when you aren't there.
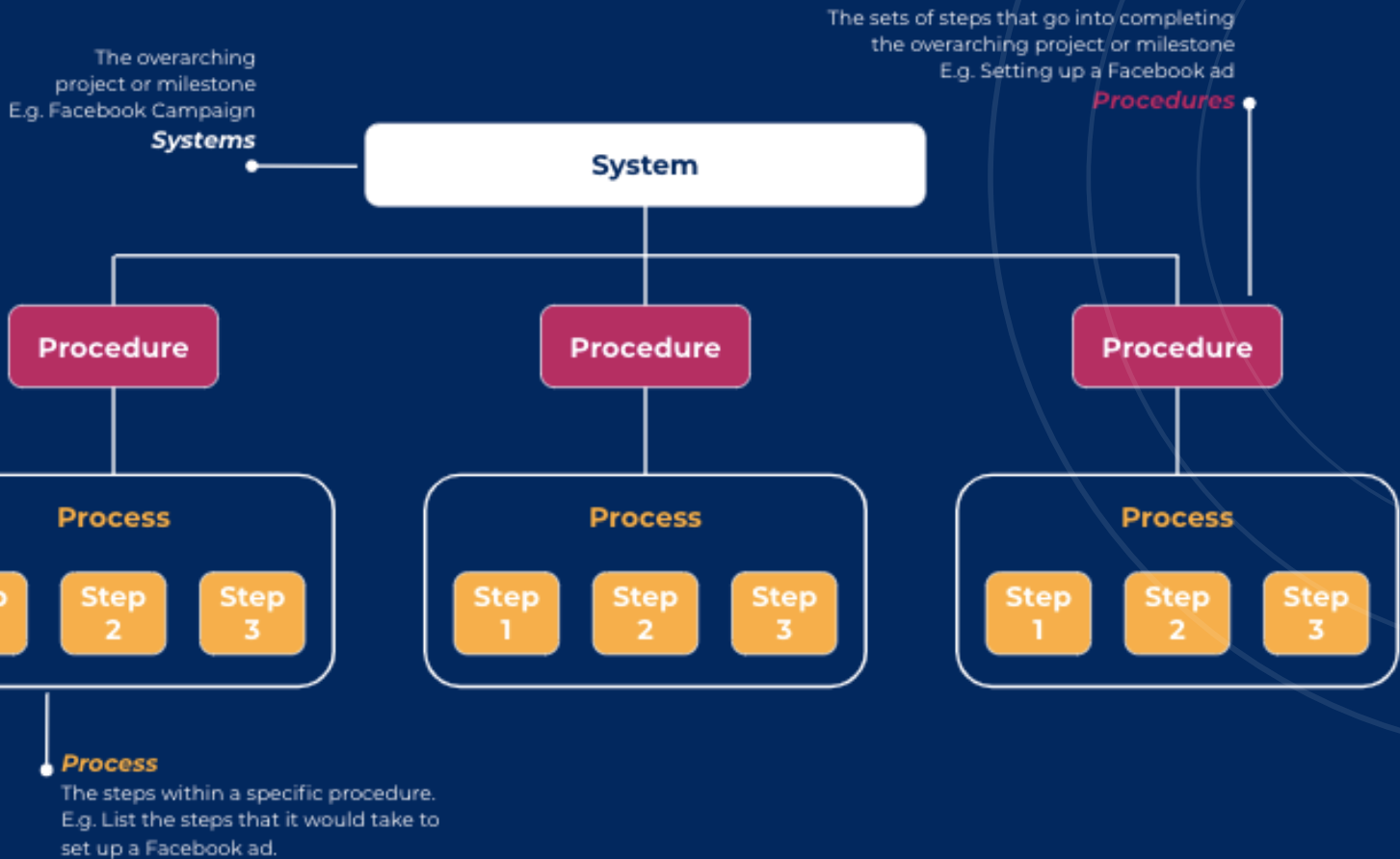
Imagine... capturing all the intellectual property of your team into a series of documents that increase the value of and contribute towards the saleability of your business.

Imagine... having the reassurance that your team is operating and delivering for customers consistently, reducing costly errors.

Systems make up the instructional manual of your business . They are your documented procedures and processes that map out the steps to successfully and efficiently complete all your business activities. Systems provide a set, repeatable way of completing everything that can be applied by anyone.

TERMINOLOGY OF SYSTEMS

The overarching
project or milestone
E.g. Facebook Campaign
Systems

The sets of steps that go into completing
the overarching project or milestone
E.g. Setting up a Facebook ad
Procedures

System

Procedure

Procedure

Procedure

Process

Step 1 | Step 2 | Step 3

Process

Step 1 | Step 2 | Step 3

Process

Step 1 | Step 2 | Step 3

Process
The steps within a specific procedure.
E.g. List the steps that it would take to
set up a Facebook ad.

3 TIPS TO BUILD SYSTEMS

01 As you systemise each role in your business, involve the employee in that role as they know the true intricacies that should go into your systems, procedures and processes.

02 Use sticky notes or use our System Drafting Template to create each system. You'll want to have the flexibility to move steps in your process around as you draft your systems.

03 Commit to the project! It's a huge task to systemise your business, particularly if you have a bigger business and no systems in place yet. But the benefits are worth it.

HOW TO
BUILD SYSTEMS

STEP 1: IDENTIFY YOUR SYSTEM NEEDS

Analyse each role in your team and identify the key projects and milestones that get done in any given day, week or month. It makes the most sense for the person in the role to complete this step.

You may want to systemise one role on your business at a time, and select one system to systemise at a time.

Examples of key projects and milestones include:

- Marketing: Facebook Campaign, Build Website, Content Marketing
- Sales: Strategic Partnership Management, Deal Management, Cadences
- Finance: Collecting Payment, Processing Refunds, Paying Staff
- Office Administration: Start of Day, End of Day, Computer Issues

STEP 2: MAP OUT THE PROCEDURES

Select a system and map out the procedures that you need to go through the fulfil that system. It is helpful to use sticky notes or use our System Drafting Template to complete the drafting process as you can move elements around as needed.

For example, the 'Facebook Campaign' system would include the following procedures on:

- Create a Facebook Strategy
- Writing Facebook Copy
- Developing Creative for Posts and Ads
- Building a Facebook Post
- Scheduling a Facebook Post
- Building a Facebook Ad
- Reporting on Facebook Ad
- Reporting on Facebook Post
- Responding to Facebook Comments
- Reviewing and Optimising a Facebook Ad, etc.

Essentially your procedures include all the key steps that go into building a Facebook Campaign, minus the granular details which come into the next step.

STEP 3: LIST THE PROCESS

Once you've identified all the procedures in your system, start listing the specific steps that go into each procedure.

For example, the specific steps/how-to of building a facebook ad - log into ads manager, step create campaign, select your objective, select your budget etc.

Be sure to make note of any documentation, resources, logins, or links to another relevant system/procedure required at each step in the process.

Again, it is helpful to continue using sticky notes or our System Drafting Template to complete the drafting process as you can move elements around as needed.

STEP 4: TEST AND REVISE THE SYSTEM

Physically complete your system so you can confirm that you've built it in the best possible way.

STEP 5: DISPLAY YOUR SYSTEMS

Once you've repeated steps 2 and 3 for all your systems, and all the roles in your business, you need to finalise your systems into an easy to digest format. One of the best ways to display systems is through a flowchart. There are a number of programs that allow you to build systems. LucidCharts is an excellent example of a software that allows you to build out systems.

STEP 6: UPDATE AND REVIEW

As things shift and change, continue to update your systems so they are at their most current. You can make this the ownership of the individual in the role to identify change sin the system. Put a process in place that formal changes cannot be make to the system without management (or your) permission. This will ensure you maintain control over the systems.