

YOUR LIFE YOUR BUSINESS®



Barry
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Green



FREE THOUGHT SERIES

**Applying Business Basics to Your Life and Work
for Your Career and LIFE Development**

Before taking this journey, please note...

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Thanks for your courtesy, and interest.

Barry Lewis Green, aka The Unity Guy™



All photos of house, home, St. John's, Gros Morne and Cape Spear, Newfoundland and Labrador. ... taken by yours truly. I love this place. ☺



The Eight FUNdamentals of Business

This eBooklet is short and, *hopefully*, sweet. Here, in a couple of pages, I provide a primer of what I suggest are the 8 elements of any business and how they might relate to our lives, personally and professionally. In my experience both as a college business educator and as a speaker, trainer and writer on collective leadership, I have found that some simple foundational applications of these eight elements *to our lives and work* can produce interesting, purposeful and joyful results. Have a read. More importantly, see how you can apply these eight to impact positive change and progress at work, school and in life.

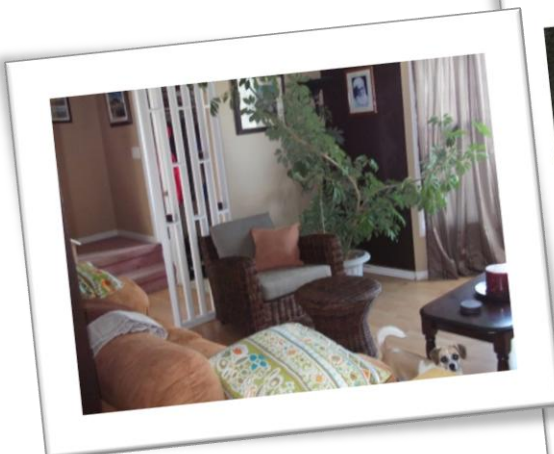
If you would like more information on this and/or our work in noble leadership and unity building, feel free to check us out at:

www.epicengage.com

We would be glad and honoured to serve. Peace and prosperity.

Barry Lewis Green, aka The Unity Guy™

- **Strategic Planning**
- **The Significant Seven**
- **Productions and Operations**
- **Marketing**
- **Human Resource Management**
- **Accounting and Finance**
- **Administration**
- **Management Information Systems**
- **Research and Development**



The Essential Eight™

Strategic Planning

This is the top and bottom line of business. The most successful businesses know who they are and what they do best, and for whom they do it best. The least successful have no real or clear idea. Here, one should answer 3-4 primary questions. Who do we want to “be”? What do we want to “do” or achieve? Who do we intend to serve? How do we best intend to serve them? You could ask this of your profession, occupation, or career too. You could ask this of your volunteer work and family life... of your circle of friends. Get clear on the “being” and “doing”. It helps establish real focus in career planning to choices in education to starting your own business, and more.

Productions and Operations

This is the part of the doing “in detail”. Once you have decided upon and committed to your clear sense of being and doing, here is about explaining and getting clear on the how. How will we build it, whatever it is. This is really about getting clear on processes of “how” you provide what you provide. This can apply to your own business or deciding how you do what you do at work or school. Getting clear on your personality and temperament helps with this as not everyone does the same work the same way. Here, you need to get very clear on how you do what you do to be what you are.

Human Resource Management

In business, this would include recruitment, selection, training, development and more. Essentially this function is about making sure your people are the best that they can be. When applied to personal and professional lives, I suggest this is about taking best care of ourselves. I have developed a model for this called SLOWER Living which includes sleep, laughter, oxygen, water, exercise and real food. For more on this see SLOWER and BIGGER Living on my shop page at www.epicengage.com. It is free for download. That being said, this element is about taking best care of ourselves as the “peeps”. *Necessary*, for long term success.

Accounting and Finance

This is about the numbers. In business, career, or life, we can measure aspects of our success, and achieve success itself, through better awareness and management of the numbers. I have developed a model for this called BIGGGER which can be found in SLOWER and BIGGGER Living on my shop page at www.epicengage.com. As noted, it is free for download. That being said, this element is about making sure we have our finger on the pulse of the numbers that can both create and measure certain aspects of success. You want to stay on top of this.

Management Information Systems (or IT)

This is the central nervous system and brain of your business and your life; the management of information. Knowing what we need to know when we need to know it is the challenge of running a successful operation. For us personally, it is about having an idea of what we need to learn, what information resources to which we need regular access. It is about becoming knowledgeable and resourceful in the areas we need to be, given our career and life choices. This about courses, books and technology that supports who we are trying to be, and what we are trying to do. It is NOT about getting more letters behind one’s name. .

Research and Development

This element rides on the concept of information and education, but it is more focused and purposeful. Here we are concerned with getting better at what we do, offering more and better of what we do. This area is about gaining mastery and expertise related to whom we are trying to be and what we are trying to achieve. This is about courses, training and resources that deepen our ability to be experts. Most importantly, it is about creativity and constantly examining how we do what we do and seeing how we can do it better. Great athletes do this. Great careers and lives require this kind of examination and development. This all about life mastery; a never ending search for being and getting better at whom we are and what we do. That is real competitive advantage in business, in careers, and beyond.

Marketing

The 4 P's of marketing are price, product, place and promotion. In some ways we have addressed some of these. Still, great businesses do these well. They have clear and excellent products, well priced for their market. That is the product and pricing. They know who to get their product to the customer in time and well. That is the place. They know how to let people know about their offerings. That is the promotion. In our lives, once knowing what we do and how we do it, we need to have a clear idea of its value to others (pricing), how we will deliver (place) and how to get people aware of what we offer. This is certainly true in career development. We need to be clear on what we do, what it's worth and how we will deliver and promote it. That puts us on the map and on people's radar. Sending out resumes is NOT sufficient. We need to market ourselves in creative ways, and know our worth,

Administration

Finally, there is administration and management. This is the piece that manages and coordinates. It looks at all the other pieces to see how we are doing and identify changes that need to be made. In our businesses, work and lives, we need to have a global picture to measure how we are doing; and make any changes necessary along the way. This is that element.

In closing, whether you are a graduating student, career changer, job hunter or someone thinking about going back to school or changing some aspect of our lives and/or work... these 8 elements provide a solid and global approach to examining and advancing our lives in the directions we most and best desire. My hope is that, as you explore and apply these concepts, you will continuously reflect and evolve. Your life is worth it.

Most importantly, your life *is* your business.

Peace, passion and prosperity.

Barry Lewis Green, aka The Unity Guy™

