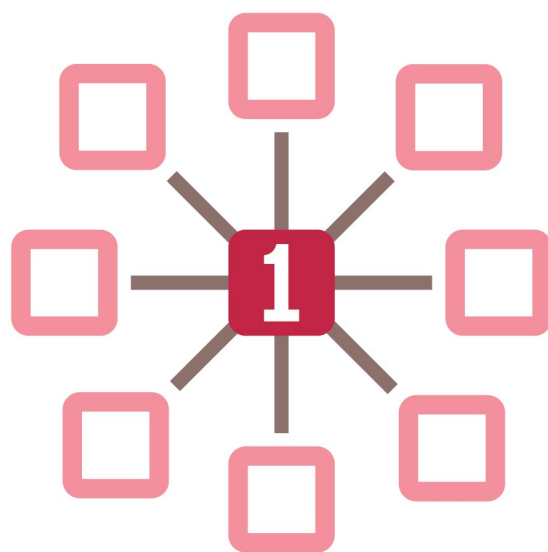


# 1nspiring®

your business your life your future



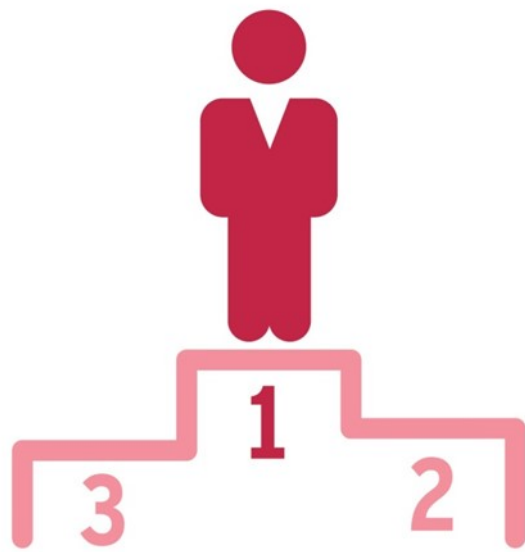
A pocket bible to focus on what really matters by Bart Jenezon



Be the change  
you want to see  
in the world.

Mohandas Ghandi

Powered by you



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# Preface

We all need guidance in business and in life.

We need to learn from our friends, family and co-workers.

We learn as we go. At the same time, we know that to accomplish something we must do it ourselves. No one hands you a victory or a success. The first step is always yours.

### Inspire and be inspired in return.

This book offers guidance to entrepreneurs for that step and the steps that follow. The start-up age and the era of the Internet of things have produced new methods for growth and improvement when creating businesses, finding solutions and defining the important challenges.

Inspiring brings together the best of these new methods in a clear and usable format to start and scale-up. It may be that there is an art to entrepreneurship, just as there is to living. It is my purpose here to help you find your art.

For your inspiration,

Bart Jenezon

The first step in anything is inspiration.

You have to want whatever you are after at least enough to stand up. You have an idea, even a vision. Now take step one.

But wait, It looks like others have similar ideas. It looks like the government has regulations that might make it hard for you. And you have no money to invest.

Suddenly the horizon looks less bright with the promise of your idea, you see clouds over the reality of making it happen.

Take the first step.

You still have your idea. You stood up for it. Now walk.

The long term is tomorrow.

The mid term is this afternoon.

The short term is now.

Now take your next step with 1nspiring.

Adrie Reinders



If we don't change  
direction  
We'll end up  
where we're going.  
Irwin Corey



# Introduction: User's Guide

## Introduction: User's Guide

What you are reading is an instruction manual for entrepreneurs, business professionals and start-ups.

We intend this manual to be the most useful and inspiring resource you can find to help you to start and manage your business and to keep you on a path to success.

We rely on clear and simple tools and offer you a synthesis of the most accepted and implemented ideas used in business today.

These include, Lean Start-up (Eric Ries), The Golden Circles (Simon Sinek), Value Proposition Design / Business Model Canvas (Alexander Osterwalder) and Customer Development (Steve Blank).

The model allows you to develop your business step-by-step and day-by-day via three stages of entrepreneurship.

In this manual we will provide an in-depth exploration of each level.

1. Inspiration as the foundation of you and your business.
2. Activation for the idea and business case validation.
3. Co-creation for further magnifying or multiplying.

Every element of your business offers choice and is connected to one and other. By combining and tuning these parameters, you can “see” the opportunities available to you and create concrete outlines to bring them into being.

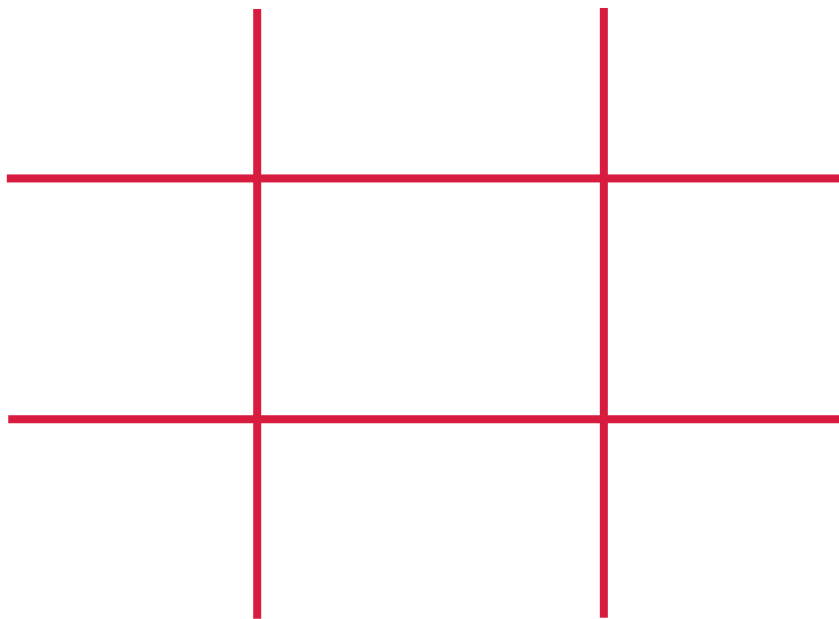
Start with your idea and purpose in order to achieve your mission, vision and goals. Then put this into your business model through action, business & customer creation; To reach a higher level of impact and performance with people, the planet, generating the profit as mutual benefit for all the shareholders and participants in the value chain.

The canvas can be used in several ways and at several points of your personal and business development.

When you need funding or just starting up you could use it as a business roadmap for your potential partners and possible investors. Often entrepreneurs make new versions each month or when they have another release or reached out an important milestone.

## #Checklist & Instruction Summary

When you are using the model it is the best to use a whiteboard, flip-over or clean A4/A3 paper. You draw four lines on the “playground” when you are not using the print out canvas design.



- ⇒ The 1st time you use it, you are writing and sketching just what come up and what you have in mind.
  - ⇒ The 2nd session you add value and ideas to each section.
  - ⇒ The 3rd session you prioritize and define your focus strategy.
- Focus and define all the facts behind your business and thoughts.

**1**

**INSPIRATION**

- Purpose
- Mission & vision
- Goals

**2**

**ACTIVATION**

- Action
- Business
- Creation

**3**

**CO-CREATION**

- People
- Planet
- Profit

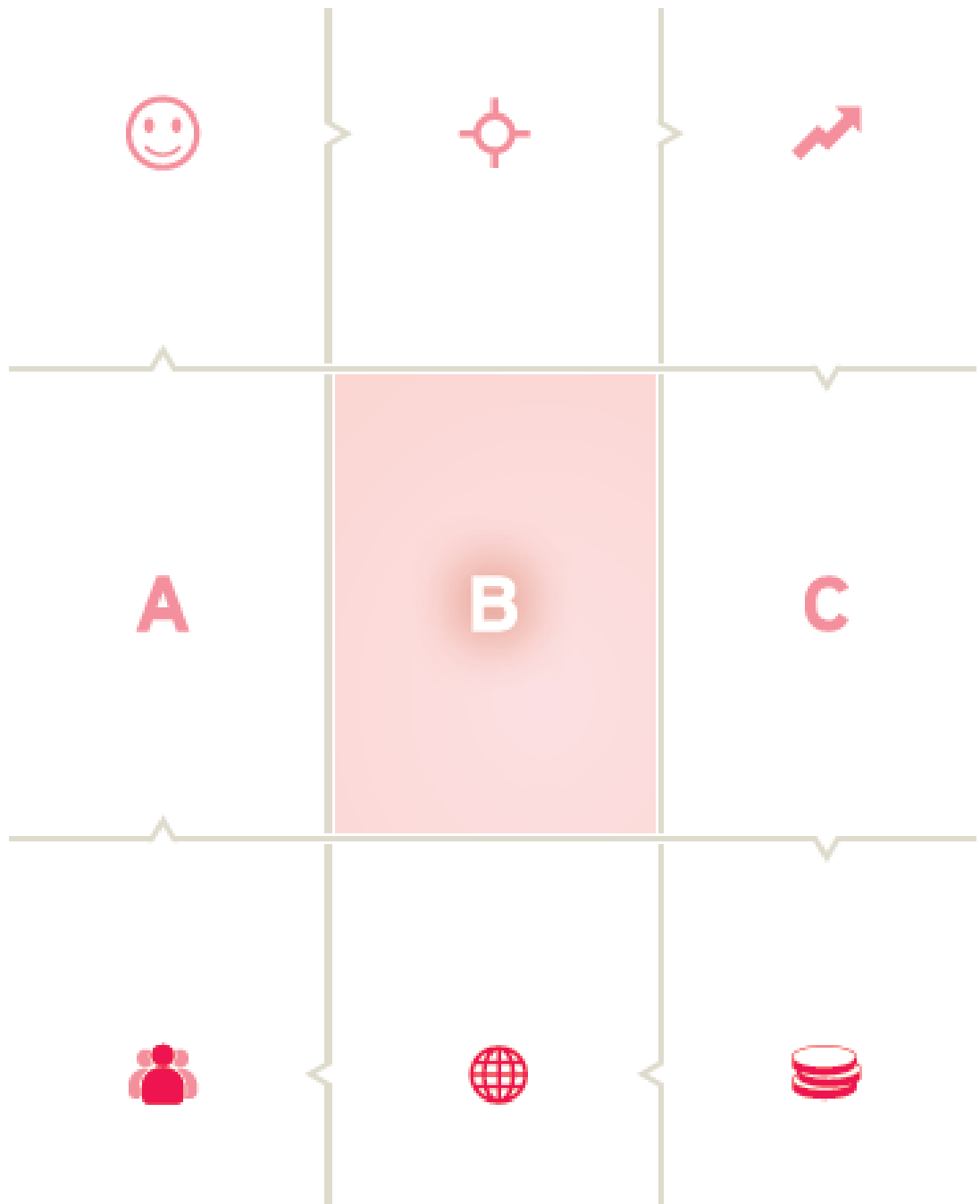


**A**

**B**

**C**









# Executive Summary

## 1. Inspiration: Foundation

The inspiration stage is the first level of the 1nspiring methodology and it contains the following elements:

- ◇ Idea /purpose
- ◇ Mission & vision
- ◇ Goals

⇒ What is your idea and purpose?

⇒ What is your mission & vision?

⇒ What do you hope to accomplish In 3 – 5 years ?

- ◆ As you think about the long term is it fun and exciting?
- ◆ Can you tell someone in less than a minute?
- ◆ Can you keep it simple?

**This is the foundation for your business to build upon.**

**Are you willing to take the next step and build upon?**

## 2. Activation: Validation

When you have a clear picture of your fundamental plan it is time to get in action and test your ideas.

This is the activation stage:

- ◇ A. Action
- ◇ B. Business
- ◇ C. Creation

⇒ What is your action plan?

⇒ What is your business model, product & service?

⇒ How many customers do you have and will you make?

The activation stage is where you try to validate your insights and business idea. You have to find out which actions work and which will not. And we keep this as simple as abc.

**Action is the key. We've got to move on.**

### 3. Co-creation: Magnify or Multiply

If things go well in the activation stage, you are ready to think about further business development and growth.

This stage we call “magnify or multiplying” and this can be magic.

In this stage we talk about:

- ◇ People
- ◇ Planet
- ◇ Profit

⇒ Who are the most important people?

⇒ What are your customer segments?

⇒ What is the profitability?

Business is always about the people and mutual benefits.

Businesses has to be sustainable by themselves.

**Are you ready for magnifying and multiplying?**

**It is magic time...**

## **Inspiring & Inspiring business plan**

<u>Introduction</u>	Idea & purpose
<u>Mission &amp; vision</u>	Value creation
<u>Company goal's</u>	Milestones & business planning
<u>Action plan</u>	Marketing "game" plan
<u>Business model</u>	Product & services
<u>Customer creation</u>	Sales funnel, crm
<u>People (organization)</u>	Team, board & shareholders
<u>Planet (marketing strategy)</u>	Customer segments & target audience
<u>Profit (finance)</u>	Cashflow statement, profit & loss
+/+	
<u>Investment proposal</u>	Terms & conditions
Or	
<u>Business summary</u>	Growth strategy

# I. Inspiration: Foundation

## Purpose

The foundation of your business, life and future.

Input and complete description about the idea and purpose of the company, project or entrepreneur.

### ◇ Idea

⇒ Purpose is not exactly the same as mission and vision because your purpose is more likely to draw in other who want to connect and contribute value to what you are doing.

### Examples:

- ◆ Team Academy: Empowering entrepreneurship.
- ◆ Coca Cola : To refresh the world.
- ◆ Inspiring: Inspiring people.

Your purpose is the reason you work so hard or can't stop thinking about this idea. It feels rock solid and unchangeable. It is a clear understanding of who you are and why you are here doing this.

Use up to 12 words to describe your purpose.

⇒ What is your idea all about?

⇒ What is your purpose?

**My idea is ... because I want to... (reason of existence)**

Why?

Why

Why

Why

W h y



## Mission & vision

Mission and vision are connected to each other and make the questions “how” and “what” of your success and perspective visual. The mission and vision support your purpose.

Input about your values and deliverables.

### ◇ Value creation

Important questions underlying your mission and vision statement:

- ◆ What are your key values?
- ◆ What is your master plan and main challenge?
- ◆ What positive /negative trends do you see as arising in your field?

The mission and vision are the principles on which the business is built.

⇒ What is your mission statement?

⇒ What is your vision statement?

**We will accomplish this by ...**

**It will be successful if ...**

## Goals

Now it is time to actually define what you would like to accomplish.  
What are the goals you have in mind?

### ◇ Milestones

Could you define a kind of business planning?

1. 1 year or month
2. 1–3 years or months
3. 3–6 years or months

And can you make it personal:

- ◆ What are your dreams?
- ◆ What is your ambition?

Your goal setting is the perfect start for planning your development and expected outcome.

⇒ What are your goals?

⇒ What is your bhag?

**My milestones are 1 ... 2 ... 3 ...**

**S.M.A.R.T.**

Specific

Measurable

Achievable

Relevant

Time

## Action

Start activating your business and bring your idea to life.

Activation is about testing ideas to validate your business.

### ◇ Game plan

You need to figure out which activity can work and which cannot.

- ◆ Do you have a marketing and sales plan?
- ◆ Do you have a complete overview of all your activities?
- ◆ What is the status of your idea, product or concept development?

### ⇒ What is your action plan?

Make a long list of anything that could improve and boost your business.

Time for action!

### To activate my business I (will) do ...

- ◇ As soon as possible /
- ◇ The upcoming period/ month
- ◇ In the future

## #Checklist Action Plan

- ◇ Product development
  - ◇ Logo & design
  - ◇ Website online
  - ◇ Customer surveys
  - ◇ Brand(ing)
  - ◇ Social media
  - ◇ Online marketing
  - ◇ Sales sales sales
  - ◇ Lead generation
  - ◇ Partnerships
  - ◇ SEO/ SEA
  - ◇ Public relations
  - ◇ Free publicity
  - ◇ Promotion
  - ◇ Advertising
  - ◇ Direct (e)mailing
  - ◇ Campaign
- ⇒ **Start defining your action game plan.**

## Business

Everything you do supports your business performance.

The main focus has to be on your business,

### ◇ Product / service

- ◆ What is your business all about?
- ◆ What product or service do you have?
- ◆ How do you make money?
  - ◆ What is your primary business model?
  - ◆ Do you have a secondary revenue stream?
  - ◆ Do you have other income?

When you look to the activation stage, the business building block, is right in the middle and you see the simple formula ABC.

⇒ What is the business model?

⇒ What is your product/service?

**My product or service is ...**

**The company creates revenues with ...**

## #Checklist Business Modeling

### Possible business models

- ◇ Advertising (television, ABC)
- ◇ License (franchise, Domino's)
- ◇ Membership (club fee, Bikram Yoga)
- ◇ Provision (sales organization, Independer)
- ◇ Premium & premium (publishers, New York Times)
- ◇ Subscription (monthly fee, Buffer)
- ◇ Upfront (restaurant, Jin Lai)
- ◇ Auction (market place, eBay)
- ◇ Renting (Car rental, Hertz)
- ◇ Low-cost (Airline, Vueling)

There are all kind of business models and not all of them will work.

Find your ideal business model by testing and validating it.

⇒ **What is your (possible) business model?**

## Creation

This stage is about your customer creation and sales.

All your effort is about leads, conversion and relationships.

### ◇ Customer development

Customer creation validates your business. You can measure your performance and learn from it. There are 3 key business drivers or deliverables in your sales flow at the end of the sales funnel:

#### 1. Deals/ clients

Contracts and new orders

#### 2. Prospects

Proposals for new business

#### 3. Suspects

Appointments and contact with potential customers

⇒ How is the sales funnel looking and what are the underlying sales figures?

**Every periode / month I will meet ... business contacts, get ... new clients and ... new orders.**



**A B C**

**Always**

**Be**

**Closing**

### III. Co-creation: Magnify & Multiply

Excellence is not a  
singular act but a habit.

You are what you do  
repeatedly.

Aristotle



## People

Business is about people. Your business is based on relationships,

### ◇ Organization

- ◆ Who is involved in your business?
- ◆ Who are the key players in your team?
- ◆ What are their skills, roles & responsibilities?
- ◆ Who are your business partners and main suppliers?
- ◆ Who are your other shareholders and participants?

The organizational structure must manage activities such as task allocation, coordination and supervision anything and everything directed towards the achievements of organizational aims.

⇒ Sketch out your team in a organisational chart

⇒ Make an overview of your business partners

⇒ Make a short list of your main suppliers

**My most important relationships are ...**

## Planet

Time to get an overview of all the facts and figures of your (potential) customers and market share.

### ◇ Customer segments

- ◆ Do you have other specific segmentations and or alternative (new) business opportunities?
- ◆ What is your primary customer group and what is your secondary customer group?
- ◆ Are your customers easy or difficult to get and do you make a large or low margin?

List detailed information about your market segmentation.

⇒ What are your customer segments?

⇒ What is your target audience?

**My most important (potential) customers are ...**

**And I am focusing on this group of (potential) customers ...**

## Profit

Facts and figures about the company and or project.

### ◇ Finance

Statement about the profitability and cash flow.

- ◆ Profit and loss statement
  - ◆ Investments
  - ◆ Cash flow statement
- Profit and loss including your taxes and investments

What is the need for money?

- ◆ Short term
- ◆ Mid term
- ◆ Long term

⇒ What is the prospective turn over?

⇒ What are all your costs and specifications?

**My (possible) turn over will be ...**

**The company costs are ...**

If you can't fly then run,  
If you can't run than walk,  
If you can't walk than  
crawl,  
But whatever you do  
You have to keep moving  
Forward.

Martin Luther King jr.

For your inspiration 😊