

Dr Lisa Lang

From: Dr Lisa Lang Theory of Constraints [drlisa@scienceofbusiness.com]
Sent: Tuesday, October 13, 2009 4:15 AM
To: Dr Lisa Lang
Subject: POOGI - Part 46 - Can you do it all yourself?

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Theory of Constraints - Ask Dr Lisa Newsletter

We have dramatically REDUCED THE PRICE of our ON-LINE Mafia Offer Boot Camp! You have no excuses!

www.MafiaOfferBootCamp.com BUT 7 of the 10 slots are already full!

Next Velocity Scheduling System (DBR) for Job Shops starts Nov 23.

www.VelocitySchedulingSystem.com

POOGI #46: We are continuing our series based on [The Goal](#) by Eliyahu M Goldratt and the [Theory of Constraints](#). {This series was co-written with [Brad Stillahn](#)}

Do you really think you can do it all yourself?

Dr. Lisa: "Why do many small business owners try to do it all?"

Brad: "Well, we have a lot of reasons. And some good excuses. For some owners, it is affordability. Building a high quality management team is expensive. You have to have enough sales to be able to afford good people."

Dr. Lisa: "Just because you hire a person, doesn't mean he or she will be effective. Making a hiring mistake is very costly."

Brad: "That reminds me of a painful lesson I learned way back in the mid-1990's when my company was smaller. I was complaining to a couple of other business owners about the ineffectiveness of my General Manager. One of them asked me how much I paid the GM. I replied that I paid him \$60,000 a year. He told me not to expect the performance of a \$120,000 a year GM for half the price."

Dr. Lisa: "Of course, he was right. Too often we fill a key position with a body. Even a small company needs to run sales, operations, and accounting effectively. That requires good processes as well as good people."

Brad: "Let's talk about one of the most devastating reasons a small business owner tries to do it all: ego. I've been there, too. Too often being in charge is about always being right. But it's impossible for any one person to know it all."

Dr. Lisa: "Oh that reminds me of one of my favorite expressions: 'would you rather be right, or rich?'"

...to be continued.

Here's to maximizing YOUR profits!

Dr Lisa Lang

P.S. If you have an internal constraint, check out www.VelocitySchedulingSystem.com Group 5 starts November 23!

P.P.S. If you have an external constraint, check our our ON-LINE at www.MafiaOfferBootCamp.com; GROUP and PRIVATE Mafia Offer Boot Camps at www.MafiaOffers.com

P.P.P.S. If you have a cash constraint ACT NOW! Free cash video, click here --> [The Fastest Way to Increase Cash Flow.](#)

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Here's to maximizing YOUR profits!

"Dr Lisa" Lang

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phone: 303-909-3343

web: www.ScienceofBusiness.com

email: DrLisa@ScienceofBusiness.com

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