

A long-exposure photograph of a multi-lane highway at night. The image shows vibrant, streaked light trails from vehicles, with bright white and blue lines on the left side of the road and red and orange lines on the right. The perspective is from an elevated position, looking down at the road as it curves into the distance under a dark sky.


Gaining Traction & Reaching Escape Velocity

How to Move the Needle Forward In Your Business
and Make 2020 Your Most Lucrative Year Yet.

Gross volume

\$4,536.00

+20.3%

New customers 

35

+25.0%

Successful payments

38

+26.6%

Why those few entrepreneurs who manage to find some success rocket out of the gate... but then promptly stagnate by their third year?

Why do an even larger proportion of entrepreneurs fail to ever see the kind of market response they *know* their product or service is worthy of?

Whether you're stuck in a slump, having a hard time focusing, or just looking to supercharge your entrepreneurial performance and results, the key takeaways of this presentation by Patrick Kilchermann aim to help you ensure that 2020 is your greatest year in business yet, no matter what kind of business you run.



"IF YOU GIVE ME A LEVER
LONG ENOUGH, I WILL
MOVE THE WORLD."



WHO AM I?

UNLESS YOU CAN EXECUTE WITH
THE WEIGHT AND POWER OF
TEN MEN, YOU WILL NEVER HAVE
A VOICE.

YOUR IDEAS WILL DIE A LONELY
DEATH WITH YOU AND THEY'LL
NEVER CHANGE THE WORLD.

"The refining fire of the marketplace will have made you into a vastly better businessperson than you started out...

...and the precision, tempo, and energy with which you'll have learned to execute will trickle its fruit and wisdom over into every aspect of your life."

My business field experience...

- In the beginning, life was hard and I was clueless.
- After a lot of struggle and breakthrough....
VP of Marketing for an INC 5000 company,
leader of team of 10.
- Wasn't how I wanted to win.
- Left to pursue my own passions according to
my own [family friendly] victory conditions.
- After more struggling (embrace the
struggle!)... \$8M in sales with minimal effort;
most being automated.
- AND NO AFFILIATE RELATIONSHIPS
NEEDED! ;)
- My favorite testimonial of all time....

Key Concept of this entire talk:

Understand effective
STRATEGY and use
aligned TACTICS to
achieve your GOALS in
business...

...and then eliminate all
focus-distraction and
resource-squandering
to 4-10x your overall
execution throughput.



*NO MATTER WHERE YOU END UP IN LIFE
IN ANY ASPECT... YOUR STRATEGY LED YOU THERE.*

THE PROBLEM IS...

...most peoples' strategies are not intentionally set and are unknown to them. They're steaming toward the outcome that their strategy has already predetermined, and they don't even know what that outcome will be.

STRATEGY & TACTICS.

Why meaningful and directional progress are very difficult without understanding how living and breathing Strategy and Tactics fit into your business and execution flow.

A background image of a dartboard with three darts. The darts have yellow, green, and red barrels. They are all positioned in the center bullseye, which is a small red circle. The dartboard has concentric black and white rings with numbers 1 through 10. The entire image is overlaid with a semi-transparent dark grey rectangle.

STRATEGIC & TACTICAL GOAL ALIGNMENT

Concealed Carry University Hierarchy of Operation Planning and Execution:



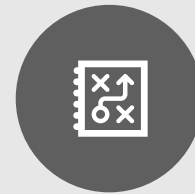
GOAL



RESOURCES



SITUATIONAL
AWARENESS



STRATEGY



TACTICS



OPERATIONS
(EXECUTION
SYSTEMS CYCLE)

Concealed
Carry
University's

Hierarchy of
Operation
Planning and
Execution:

goal: your objective; what you want. This is the first step – you must know what you want to achieve, and you have to be very specific. I like to use the SMART goal setting model, where you set a goal that is Specific, Measurable, Achievable, Realistic, and nailed to an exact Deadline or Timeline.

Concealed Carry University's

Hierarchy of Operation Planning and Execution:

resources: the commodities, tools, and manpower/mentalpower available to you. Everything you can reach and touch and leverage - every tool. Every person. Every commodity. These are your resources. The addition or subtraction of resources is unimaginably critical to your ability to achieve your GOAL without unnecessary blood, sweat, or tears, so three skills become critical to you in life: the ability to collect resources; the ability to *hold and preserve* resources rather than squandering them; and *resourcefulness* - your ability to see resources that are not obvious tools or commodities.

Concealed
Carry
University's

Hierarchy of
Operation
Planning and
Execution:

situational analysis: the assembly or sum of all that you know about your GOAL, how these goals are usually achieved, about your present position in relation to the goal (in other words, *what hindrances or help you predict encountering when trying to achieve that goal*), what you know about your RESOURCES, and what you know about how these resources can be leveraged within your current or prospective situation.

Concealed
Carry
University's

Hierarchy of
Operation
Planning and
Execution:

strategy: Ready for a good definition of strategy?
Okay: Strategy is this. The grand plan by which the
available RESOURCES may be used to achieve your
GOAL, based on your constantly dynamic
SITUATIONAL ANALYSIS.

Concealed
Carry
University's

Hierarchy of
Operation
Planning and
Execution:

tactics: the *physical motion* (aka, ACTION) by which resources are used to execute a strategy.

Concealed
Carry
University's

Hierarchy of
Operation
Planning and
Execution:

operations (or execution cycle): This is your throughput. You and your team's ability to ability to KICK ASS and get things done. Operations can be thought of as the systemic and procedural and interrelated **feedback cycle** of the whole thing.

OPERATIONS (OR *EXECUTION* *CYCLE*)



Execution



observation



Communication



Decision



Positioning



execution

The Goal.



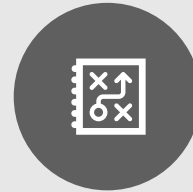
GOAL



RESOURCES



SITUATIONAL
AWARENESS



STRATEGY



TACTICS



OPERATIONS
(EXECUTION
SYSTEMS CYCLE)

A background image showing three darts with yellow, green, and red flights hitting the bullseye of a target. The target has concentric rings and numbers. The darts are positioned diagonally across the frame.

STRATEGIC & TACTICAL GOAL ALIGNMENT

DEFINE YOUR WIN.

The #1 Most
Important Aspect
of Getting On The
Path Toward True
ALIGNMENT.

Only if we believe in our ability to achieve our goals will we sustain the effort required.



AND only if we WANT the fruits
of true, focused alignment
more than we want anything
else in our professional lives
will we be able to withstand the
temptations of distraction and
division of focus.



Aligning Your **Resources** Toward Your Goal

Ensuring That All Your Assets Are Used In Support of Your Mission.



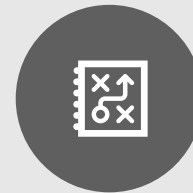
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Situational Awareness

Using Your Resources, How Is Your Goal Usually Achieved?



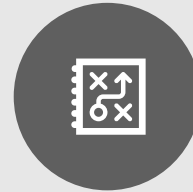
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Strategic & Tactical Alignment

Doing MORE of what works and LESS of what doesn't (or doesn't matter).



GOAL



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RE-EVALUATE EVERYTHING.

Be ready to let
everything go that
doesn't serve your
mission, your goal.

For me... the answer is always AUTOMATION.

Because my kids will only be young once, right now my priorities are 100% dead set on using business as a means to an end: fueling my life and financial goals to a bare minimum so that I can focus on being a husband to my wife and father to my children.

What Moves
My Needle:

- **Automated Front End** (customer acquisition & Return on Ad Spend Positive Evergreen Funnels)
- Automated **Relationship Management** via email (my customer base is 40-70 years old).
- Back End **Product Creation** (promoting by adding new streams to my email auto-responders).
- ...And creating new Front End Funnels to support (sell) those new products. (and on, and on, and on).

Strategic & Tactical Alignment

Doing MORE of what works and LESS of what doesn't (or doesn't matter).



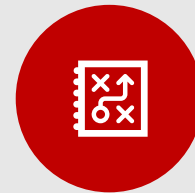
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"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."

- Sun Tzu

Becoming a 1-man (or 1-team) power house of production... capable of running circles around ALL your competition AND making sure that all your dreams come true requires this one thing:

Focusing All Your Energy And Effort Into a **Small Enough 'Surface Area'** So That You Laser-Cut Through Every Obstacle That Stands Between You And Your Goal.

