

Creating Systems for Growth

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Meet Andre

Known to many as the “Ambassador of Hope,” **Andre Norman** overcame poverty, gangs, and prison to become an International Speaker and Harvard Fellow. He now travels the world, telling his story, inspiring others, and serving as a mentor for people in need.

Andre’s speaking business has been an amazing success. He has a vast network of contacts that allows him to find speaking engagements around the world, and he’s been able to make a name for himself as a premier motivational speaker for all types of audiences.

But even though his business was doing well on the outside, Andre had a problem. The back-end of his business was a mess, and he knew he needed help cleaning it up. He was unorganized, inefficient, and had no clear path to finding more speaking engagements to grow his business.

That’s where the Leverage Team comes in...



Leverage



Andre's Goals

Andre wanted to improve his team's overall efficiency, get more organized, and set up a system where he could fully capitalize on all of the opportunities available to him. He knew that if he had some better systems in place, he could find more speaking engagements and generate more revenue for his business—but he wasn't sure where to begin.

Our Plan

After having an initial discovery call with Andre to understand his pain points and challenges, it was clear that our **Business Efficiency Roadmap** would be the perfect solution for him. It's a simple process where we go through the **C.P.R. Business Efficiency Framework**® created by our CEO, Nick Sonnenberg.

C.P.R. stands for **Communicate, Plan, and Resource**. These are the three key areas that nearly every business struggles in. The Business Efficiency Roadmap addresses each of these three areas with custom-tailored solutions that will help any business chart the quickest path to operational efficiency. It's an extensive document that contains a custom plan with specific action items and best practices to follow.

With all of our Efficiency Roadmaps, we try to focus on quick-wins by prioritizing small yet effective changes, then addressing larger changes later on. Here's what we did for Andre:

Phase 1: Improve Andre's communication system by getting him and his team to Inbox Zero, implementing Slack, and educating him and his team on how to communicate effectively and when to use each tool.

Phase 2: Improve Andre's planning and project management systems by implementing and optimizing Trello, as well as setting up Notion for SOP documentation.

Phase 3: Improve Andre's process documentation by implementing and optimizing Process Street, as well as implementing Hubspot as his CRM.

Phase 4: Optimize Hubspot to become the center of his business, with all of his contacts and marketing campaigns. Implement additional tools for enhanced productivity like Loom, Zapier, CloudApp, and 1Password.

Phase 5: Implement the Entrepreneurial Operating System (EOS) for long-term goal-setting and planning with weekly, monthly, quarterly and yearly goals, as well as a structured meeting cadence.

The Results

Within days, Andre was seeing massive results in the back-end of his business. By replacing text messaging with Slack, he and his team had a comprehensive record of all their past communications. This came in handy when two weeks later, **Andre's assistant left the company**. Before, he would've had to spend hours of his own time training a new assistant. But thanks to Slack, the new assistant was able to look through all of the past communications and see exactly what Andre's old assistant was working on and how the two communicated together.

After setting up Hubspot, Andre went from having a random network of people in his email inbox to having **7,500 contacts organized in his CRM** with contact info, company info, communication history, and deal flows. Everyone on his team can now quickly and easily access all relevant client information. But most importantly, he is able to run marketing campaigns and use his vast network of contacts to find more speaking engagements and generate more revenue for his business.

By getting to Inbox Zero, Andre went from having **5,000 unread emails** to having **under 20 each day**. Now, his inbox is organized and functions as his personal to-do list.



“ You can't do this roadmap and go back to the old way of doing things.

ANDRE NORMAN