



## *What is The Level 7 System?*

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Setting a New Standard for Excellence in Business

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# **What is The Level 7 System?**

Setting the Standard for Excellence in Business

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***"You are what you repeatedly do. Excellence is not an event -- it is a habit."***

- Aristotle

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## **The Foundations of The Level 7 System**

The Level 7 System is a simple, systematic, proven and highly productive business development philosophy and process designed to optimize the performance of businesses in each of these five recognized benchmarks of business success. The benchmarks of business success include growth through consistent and predictable revenue generation, maximizing profitability, ensuring employee and owner (or stakeholder) satisfaction, creating customer loyalty and satisfaction and maximization of company value.

The Level 7 System was developed to ensure a company's competency and ability to achieve the best possible results in the five benchmarks of business success. Level 7 businesses are equipped to execute the functions, processes and systems critical to achieving optimal performance in these areas.

**When a business opts to integrate Level 7 into the organization, they are essentially installing a System of How to Do Business Successfully.**

Aside from the depth and comprehensiveness of The Level 7 System, the process is distinctive in it focuses on building solid, self-sustaining, systems-driven and scalable results producing business models. Typical businesses are highly people dependent and lack scalability and consistency. As a result, typical businesses tend to focus on continual problem solving, troubleshooting issues and damage control. Further, due to their lack of processes and unified thinking, the ability of the business to grow, or even sustain itself, is dependent on a limited number of key people.

The Level 7 System introduces new and productive ways of thinking about business. Albert Einstein once said "We can't solve problems by using the same kind of thinking we used when we created them." When a business begins to think effectively, it will take on new and more effective results producing actions and behaviors.

It is important to note that The Level 7 System is not coaching or consulting. The Level 7 System is a system, a process or a method of doing business. It is not a disorderly group of ideas, tactics or techniques. Level 7 is a tool that you integrate into your business. When a business opts to integrate Level 7 into the organization, they are essentially installing a System of How to Do Business Successfully.



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Level 7 is not a course, class or training. It is not coaching or consulting. Level 7 is about the implementation of a proven way or method of doing business.

Once a business implements The Level 7 System, they will be posed for producing optimal results from every corner and aspect of the organization.

## Why Level 7 Works

If you speak with a CPA about their accounting method or practices they will tell you they follow GAAP, otherwise known as Generally Accepted Accounting Principles. GAAP is the best practices of accounting. It is the industry accepted standard that ensures consistency and replication when it comes to financial reporting and management.

In the 1950's, in an effort to standardize the manufacturing of military parts and weapons, a predecessor to ISO 9000 was introduced by the US and British governments. Today, ISO 9000 is still utilized as a method or best practice designed to ensure consistency and quality in manufacturing processes.

Over the years other systems or best practices have been introduced to support consistency and quality for specific functions within businesses. A business function is best described as a portion or part of a business. Operations, marketing, manufacturing, sales, finance, advertising, IT, HR are all examples of business functions.

The Level 7 System is designed to standardize the way the entire business works. The Level 7 System helps a business become a franchise prototype. Building a franchise prototype is of great value because you are building consistency in the way the business works.

The goal of Level 7 is to create an environment of consistency and predictability so that the business can achieve the best results in the ALL five Benchmarks of Business Success.

The Level 7 System is the first known method that governs how to do BUSINESS effectively.



Even in the midst of the comprehensive impact the Level 7 System has on a business, it is actually very simple and straight forward.



***Most businesses are just “winging it.”***

Imagine for a moment that the way people respond to problems and frustrations in your business was the same and consistent. Imagine if the way you looked at ways to improve your business and results was consistent and predictable. Imagine if everyone in your business knew exactly what and how to do their jobs to get the best results. Imagine if you could make a choice of how large you would like to grow the business in whatever way you wanted and not be hindered by internal restraints. Imagine, as a business owner, to be able to decide what you would like your relationship to the business to be and how you would like it to serve your life.

Most organizations, if they are being honest, admit that they are simply “winging it”. They acknowledge they are doing the best they can with what they know through experience and training. They hope their ideas about how to do business successfully will work for them. Sadly, most are wrong despite their best intentions and efforts.

Often we use the analogy of comparing The Level 7 System to a recipe. In order for restaurants to be consistent in the way they produce their meals, they rely on recipes. Assuming the recipe is a good one, the end result is happy customers that will return and tell their friends.

The Level 7 is like a proven recipe that ensures the success of a business.

## **The Discovery of The Level 7 System**

The Level 7 System evolved after years of research. The subjects ranged from small start ups to multinational companies and everything in between. The hypothesis was that there must be commonality in the behaviors of businesses that outperform others in their industries. We also found that there are common denominators between the businesses that are average in performance, continually struggle to survive or outright fail. The distinction between those that were average to those that failed was very subtle. However, the distinction between the businesses that dominate their market place and all the others was very noticeable.

The results of the research were incredibly revealing. We found that the best businesses all seemed to do the same things very well. The Level 7 System is designed specifically provide businesses with the tools and resources needed to implement these ‘best of the best’ business practices, thereby eliminating the guess work behind how to create a high performing organization.



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## Great Businesses are “In The Minority”

*The typical business day consists of dealing with a constant barrage of problems and frustrations.*

In businesses around North America, the typical day consists of dealing with a constant barrage of problems and frustrations; fire fighting, if you will. Businesses often take a very reactive and compartmentalized approach to the issues and challenges that consume them. They tend to spend most of their time and effort dealing with the most pressing problem of the day. Most are simply in survival mode. Their approach to business is undisciplined in its thinking and action.



In the end, either the business outright fails or they fall far short of their potential. The business soon discovers that even in spite of its limited success, the organization has hit a ceiling.

Harvard University introduced a study years ago suggesting that businesses and its leadership goes through cycles of growth. The study suggested that the growth of a business is based on their efforts and current knowledge and abilities. At some point along the way the business will plateau. If the business continues to rely on its current knowledge or approach to business, it will remain stuck. Eventually it will die. The study further suggested that the business and/or its leadership must reinvent itself in order to move to the next phase of growth. The business must infuse itself with a new approach to business, or sometimes bring in new leadership. Every time the business hits a plateau, it must make dramatic changes in order to move to the next level. This cycle will continue throughout the life of the business.

The remarkable thing about The Level 7 System is by design; the process eliminates or shortens the plateaus to growth typical in most businesses. As a result, the business is able to make steady and continual growth.

## The Critical Underlying Philosophy of The Level 7 System

### *People, Systems, Standards, The Three Legged Stool*

The Level 7 System creates an environment where the business has the right people who are operating great systems in an environment of the highest standards. The right people are described as individuals that firmly fit the culture and personality of the business. Having great systems suggest that the business will produce consistent and predictable results. Adopting the highest standards will elevate the performance of both the people and the systems. Once that is accomplished, the business effectively differentiates itself from other business in and out of its industry. When a company really “sets itself apart”, it attracts better employees and more customers. The value of the business subsequently goes up.



Think Navy Seals for a moment. The Navy Seals are considered by many to be the best of the best when it comes to Special Forces and military operations. How did the Seals become the one of the world's most effective fighting forces? First, they set an incredibly high standard and expectations of performance from their people and the teams. As a result, only the people who demonstrate an ability to meet those expectations and standards make it into the program. Second, they have the best, most advanced systems and training to produce their desired results. In the end, the Seals are able to accomplish results that few military branches are able to achieve. They are made up of the right people, have great systems, and live by the highest standards.

### ***Get the Right Hat On; Do the Right Work***



The Level 7 System reinforces that in every business there must be an adequate and effective balance between leadership and tactical work. In many cases, the effectiveness of the company leadership is compromised due to the lack of attention to appropriate activities within the business. Effective leadership is not determined just because someone is the owner or are in a position of authority.

It is a fact that many businesses with great potential never come close to achieving optimal success. This is not for lack of effort or desire, but because of ineffective or nonexistent leadership.

Many businesses lack an understanding of how to effectively manage. Poor management leads to situations where people are not achieving optimal results in the most efficient way.

The Level 7 System introduces and implements proven and effective leadership and management practices. The result is an effective balance and execution of leadership, strategic and tactical work in the business. The business does the things that produce optimal results in the most efficient way.

### ***The Level 7 System Core Principles and Processes***

The Level 7 System is made up of seven Core Principles and Processes that, once implemented, will dictate and drive the success of everything the business does.

The Level 7 Core Principles and Processes ensure that the business:

- Is intentional, goal driven, and that results get defined in every aspect of the business that create clarity and direction in the work and results of the business.
- Is effectively threading a set of self-sustaining core values and beliefs that effectively differentiates the personality and culture of the business.
- Has established ways to create consistent and predictable performance from their people through systems and procedures.
- Has highly effective and multi-directional communication within and outside the business that will increase the impact of communications with prospects and clients, eliminating breakdowns or ineffective productivity that waste communication within the organization.
- Creates an environment where employees take ownership of their performance and goals, increasing accountability and responsibility.
- Is objective in the way they think and evaluates everything it does, thereby eliminating mistakes and guess work when it comes to the organization decision making process.
- Has effectively engaged everyone in the company to support the process of innovation and improving the business performance, which will reduce the burden on the leadership to come up with the ideas to improve the organization.

### ***Build a Collaborative Effort***



The Level 7 System recognizes that achieving extraordinary results requires extraordinary effort and leverage. Getting the people in your organization involved and buying into the process of building an exceptional business is critical and tantamount to the successful implementation of the Level 7 System and the transformation of your business. Leverage is having everyone support in 'pulling the wagon' when it comes to building the business. The Level 7 System is designed to engage all employees at various levels in the most relevant way to support the process of growing the organization.

### ***Be Proactive***

Generally, our society and people are reactive creatures. We often wait until things get bad before we pay attention to them.

Level 7 Businesses think and operate proactively. They proactively engage in work that focuses on improving the business function before things get bad or ultimately break. The Level 7 Business is intentional about increasing customer and employee satisfaction rather than waiting for employees to start leaving or losing valuable clients. The Level 7 Business looks proactively into the future to identify goals, vision and objectives for the future and works intentionally to see those goals become a reality.

## **Is the Level 7 System Right for You and Your Business?**



Yes and no. It depends on whether or not you and your business are ready to do the things that most people and business won't do. Successful businesses are *in the minority* because they are willing to do things that the ordinary businesses avoid doing. As stated earlier, The Level 7 System is simple, but it's not easy. If building a great business were easy, everyone would do it. The Principles of The Level 7 System will always make extraordinary sense. The question is whether you are willing to challenge yourself and really get out of your comfort zone to grow.

Doing the things that most people won't do is the key to setting a new standard for excellence in a business.

Building a Level 7 Business requires perseverance and commitment. Once a business engages in the process of implementing The Level 7 System and understanding the principles behind having a great business, it becomes quite intuitive and simple.

## **Who Has Benefitted from Level 7?**

Since the Level 7 System is not designed specifically for an industry or type of business, it can be effectively implemented by any type of business regardless of its stage of growth or size. The process has been successfully implemented by service oriented companies, retail, manufacturing, construction, professional services, and non-profit organizations.

The Level 7 System works for any type, age and size of business, provided the primary leadership is involved and engaged in the process.



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## **The Final Challenge**

As businesses and their owners begin to engage in the process of improvement, they often come face to face with the reality that the one thing that has to change first in the business is themselves. Personal change can be tough at times. They undoubtedly find themselves having to take responsibility for the condition of their businesses. They come to consider how their attitudes, thoughts and actions are influencing the business. Frankly, this is very difficult for some people to do.

Everyone who goes through this process hits some obstacle, opposition or brick walls. Those that succeed have persevered. They have successfully broken through their comfort zones and have been richly rewarded.

