

# MCN Recruiting Talk

Our business began 15 years ago based on our passion for helping make business dreams a reality. Our approach was unique in that we wished to serve all sizes of business. We wished to turn their goals into a reality by working long term with them since goals can take a long time to implement.

We have also found that when you have success, you tend to have further challenges. In fact one of my favorite sayings (and I believe to be a business rule) is:

“Success breeds adversity.”

As we took this path we discovered that business owners who are goal oriented and success motivated tend to always want more. This led us to another business rule that:

“At Mastermind Consulting Market our Market is the infinite insatiable soul.”

The infinite insatiable soul cannot resist setting a new goals when the old one is accomplished. As an MCN franchise or consultant your work with many clients will be long term and predictable because of this and this provides a unique stability and billable predictability in our industry which is unusual.

As you help to drive Client’s businesses to peak performance new challenges and goals develop. You become an integral part of the client’s success team. A long-term right hand advisor who helps top management who is part of the yearly budget almost considered an important “employee” whom they will *always pay*. This can go on for generations in a family businesses.

A critical billable service that drives this whole process is developing a long term Vision and Purpose for each company you work with. Where does the client truly want to be 10 years from now? This helps to fan the fire of the infinite insatiable soul. Thus we have modules in the TRIAD process to help you and the client to define their Company Vision and Purpose.

Once the vision and purpose is defined the TRIAD process helps to develop an ongoing long term Strategic Plan to reach this Vision step by step. Jerry Scrivo, the author of this process has developed a system that quite frankly brings us together here today. For it was during our own going through of this process that we decide we must – for the benefit of our Vision start expanding in this franchised way.

You see our own success has bred our own adversity since we had reached the point where every associate was busier than they wanted to be. We are getting calls to go to more and more places outside of our marketing area and we really don't have the time to go there. Within Adrian Tecumseh we are only serving 75 customers yet there are over 7,000 in our area. We could raise our prices way high to reduce demand but why do that when we are profiting and onto a good thing? A large part of our success comes from the fact we live and do business in the communities that we serve. And that each of us has a real ownership of our own business united with others who too are local and involved.

Thus what we need, if we are to meet demand, is local branches that are owned locally and vested in the same desire as we have to serve all types of business from a local base. The key is that the new owners must have a burning desire and passion to do this type of work and be team oriented enough so they help to multiply the success of each other.