



**Jen Goldman, Business Operations Transformer, [LinkedIn](#)**



**Title:** Transforming Your Business to Support Growth and Scale Easily

**Topic:** Proactive Change Management

**Description:** Scaling your business can be overwhelming. And knowing what to improve first is difficult. In this highly interactive program, Jen will share improvement techniques that avoid costly missteps and spark growth. The members will learn 5 Mind Shifting Techniques that have helped thousands of businesses expand their impact and navigate through growth. And everyone will be able to bring these acceleration techniques to their teams (and life) to implement and boost the pace of improvements, people, profitability, productivity, and presence.

**Techniques Taught:**

1. Time and Energy Blocking is a lost art that not only is necessary but also a great method to respect and optimize interactions with others on your team. We draft your own MVCOO Time Energy Block Chart™ and discuss how to collaborate with others to do the same, share, and protect to increase productivity and culture.
2. MVCOO's Role Responsibility chart™ to identify capacity, skill and passion gaps as well as potential owner burnout indicators. We collaboratively identify potential solutions that range from elimination of work due to integrations/automation, intern training program, job description project with staff to the use of outsourced service providers, careers website page, and recalibration of staff into better-suited roles that empower the staff and allow them to “rise”.



3. Poster white board a “clunky” process and apply MVCOO’s IDEOS™ thinking to identify missed opportunities to lower the workload. Processes can range from lead, prospect, new client onboarding, to client servicing and back-office operations.
  - Integrate: integrate software to reduce the work
  - Delegate: delegate the work to empower
  - Eliminate: eliminate unnecessary work or automate
  - Outsource: integrate providers
  - Staff: recalibrate staff to match skills, passion, capacity

Benefit of IDEOS™: Eliminate work, Embrace Clarity, Energize Growth, Ease the Learning Curve, and Engage Staff.

4. Co-build a list of business aspirations, ideate improvement ideas, and then apply MVCOO 4Ws and 4Ps Business Planning™ methodology to build a high-impact improvement plan.
5. MVCOO Tech Flow Map™ that identifies items you can automate or eliminate

### **Speaker Bio:**

Jen Goldman brings 30 years of experience as a Business Transformist for Small Businesses. She has transformed hundreds and trained thousands of service businesses on how to scale up teams, profits, and clients through operational, skill, and mindset improvements. Jen’s expertise includes strategic business planning, staff and provider recalibration, change acceleration, tech integration optimization, Lean® process creation, and implementation and high adoption of operational efficiencies. Her philosophy includes Visualization, Productive Collaboration, 4W and 4Ps Purpose Documentation, and IDEOS™.

### **Testimonials**

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