Introduction to Module 1: Foundations of E-Myth Leadership

The leader's road map

"Well begun is well done."

—Anonymous

Welcome to The E-Myth Mastery Program and a journey that will change your life for the better, and soon. Let's start this journey at the beginning, and the beginning is you.

Are You the Leader or Merely the Most Senior Employee?

If you're doing the technical work of your business—working in it instead of on it—you're not leading it and you're not building it. During the time you're baking the pies, working the cash register, selling the stereos, driving the truck, serving the food, or collecting the bills, you are nothing more than an employee. You may be your own boss, but you're still an employee.

And you're not building your business, you're working in a job.

Understand, there's nothing wrong with working in your business as long as that's your choice and you're content with it.

But you're not content, are you?

That's why you enrolled in The E-Myth Mastery Program. You want a better life, and you're willing to make a serious commitment to get it.

You'll be glad you did.

Leadership The E-Myth Way

First and foremost, you must become a leader...an E-Myth leader. Leadership has different meanings for different people, but at E-Myth Worldwide, we are very specific about it. E-Myth Leadership has three components:

Vision is your dream for the future of the business and the path you will take to make it a reality. You need a crystal clear vision that you communicate clearly, with energy and a strong sense of commitment. Everyone in your business must understand it and believe in it. It must become their vision as well as yours.

If you don't set the direction and guide the business, it will go nowhere. Unless you have a clear vision for the future of your business and an equally clear vision for the path you will take to get there, you won't get there except by accident.
Action is what you do and the way you do it. The example you set as a role model sets the tone for everyone. Systemization, personal efficiency, and The E-Myth Point of View must become your hallmarks.

Spirit is the way you do things and the energy you put into whatever you do. It’s your positive outlook. It’s the respect and concern with which you treat people. It’s your obvious belief in your business and its future. It’s your sense of fun. It’s...well, it’s your spirit.

The Spirit of E-Myth Leadership

Vision, action, and spirit are the essence of E-Myth Leadership, but they must be your vision, your action, and your spirit. You won’t be mimicking a rigid, one-size-fits-all approach to leadership that forces you to be someone you’re not. You’ll be learning The E-Myth Principles and adapting them—making them work your way, with your one-of-a-kind style, your unique values, and your individual strengths.

That’s the strength of The E-Myth Way. It’s actually your way. And you’ll find that to be true throughout The E-Myth Mastery Program.

Establishing the Foundation of Your E-Myth Leadership System

The business development processes that make up Module 1 are outlined on the next page. The first five processes—The E-Myth Point of View, Your Primary Aim, Your Strategic Objective, Your Company Story, and Key Strategic Indicators—are focused on creating and communicating your vision for the future. The remaining four processes begin to build the action and spirit dimensions of your personal E-Myth Leadership System.

These processes are your touchstones. You’ll refer back to them throughout The E-Myth Mastery Program. You’ll continue to develop your leadership skills long after you have graduated from the program, and you’ll be able to rely on them for the rest of your life.

It’s time to get started.
Business Development Processes

The E-Myth Point of View...
...provides a new perspective for looking at your business and yourself The E-Myth Way. It’s a summary of the key principles found in Michael Gerber’s book, The E-Myth Revisited, and it’s the first step in shifting the way you think about your business and your life.

Key Strategic Indicators...
...are the quantification and tracking of the key elements of your Strategic Objective. You’re shown how to measure the tangibles, quantify the intangibles, and track the progress of your business objectively.

Your Primary Aim...
...helps you understand your life’s purpose and your innermost driving force. Your business is a vehicle for getting more out of your life, and your Primary Aim helps you shape your business so that you will get more out of your life.

The Key Frustrations Process...
...teaches you the primary skill of an E-Myth Manager, that of thinking systemically. It enables you to deal with your business frustrations in a way that eliminates them and prevents their recurrence.

Your Strategic Objective...
...is a fully developed vision of what your business will be in the future when it is “complete.” It sets the path for all the work you do in and on your business.

Characteristics of The E-Myth Manager...
...defines the primary characteristics of an effective manager and provides a program to build those characteristics within yourself.

Your Company Story...
...is a story that captures the essence of what you want your business to become. It’s a description of what makes your business special. It’s not a history, although it could include “legendary” anecdotes. It’s the tale of a game worth playing.

The E-Myth Point of View in Action...
...sets forth a series of Productive Points of View and healthy ways of thinking about yourself, your business, your customers, and your employees. It describes a program to help you adopt and internalize these attitudes, opinions, and business management approaches.

Managing Your Time...
...is a system for making the best use of your time and getting more time for your life. It teaches you dozens of proven techniques for making the most of your time, how to eliminate your “time bandits,” and how to create your own time management tools.