

# 7 Habits of Highly Successful Owners

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At age 34, Jeffrey took over and built his family’s landscape business into a \$10 million enterprise. He now facilitates **peer groups** for landscape business owners who want to transform and grow their business. To learn more, visit [www.GetTheLeadersEdge.com](http://www.GetTheLeadersEdge.com).

## What type of business leader are you?

**1. Keep building your niche** – Learn how 3 top companies built their niche, and how you can copy them.

- Defining “niche”
- What would GE do?
- TOOLS: Client Advisory Luncheon, Asking “How can I add more value?”

**2. Benchmarking – How do you compare?** Learn how to benchmark your numbers in way that will grow your profits and success.

- Asking “How are we doing compared to Last Year, Goals, Others?”
- Divisional numbers.
- TOOLS:

**3. Communicating like a Captain** - Learn how to align and motivate your staff!

1. Describe where you are going.
2. Explain why you are going there.
3. Remind where you came from, and clarify where you are now.
4. Celebrate the progress you made.
5. Share the next steps.

TOOLS: The Vision Test.

**4. Balancing results with emotional investment** – This technique will get the very best from each employee in your company!

- Here is how leading-edge companies do it.
- Work in monthly compartments.
- TOOLS: Personal and Business Goal Setting.

**5. Make yourself dispensable** – and your business will grow without you.

- Identify your HVA - Delegate the rest.
- CEO as business teacher.
- Invest in your high ROI people.

**6. Get a life** – Life is short, don't follow someone else's dream.

- Schedule personal time first; build the business around your life.
- Build your business to serve your life.
- TOOL:

**7. Build your inner circle** – to support your ability to execute the above 6 habits, and to grow your business!

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**You Don't Need To Go It Alone.**

You can grow faster and more efficiently – and have more fun in the process,  
by joining The Leader's Edge peer group.

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