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# THE SYSTEM FOR SYSTEMS

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Build a business that works without you.

## Many business owners struggle to grow their business past a certain point—



David Jenyns, talking *systems* at our most recent event in Melbourne.

It's as though their business reaches a plateau based on limiting conditions often invisible to the owner themselves. In this short report I'd like to share with you a break-through concept so disarmingly simple, it's easy to underestimate its power. This is the single idea that moved my business from Stationary to Scaleable.

But before I reveal the concept, you need to understand the context in order to fully get the "Ah-ha!" moment I know you'll have—so let me set the scene. Also, if I may be so bold, I'll make some assumptions, too.

I'll assume you already have a great product or service—one which you truly believe in. People find you through your existing marketing, word of mouth and the credibility you've built up in the marketplace.

## Over the years your business has grown but you're starting to notice something— you've stalled, you're not moving forward like you once were.

You work a 60+ hour work week, money always seems tight no matter much business you bring in, you're overwhelmed and frustrated with your slow progress—it just feels like you're on the hamster wheel. To top it off, you seem to be the only one in your business with the right answers.

Like most business owners, your diary or “to-do” list is 50 pages long, detailing all the things you \*should\* be doing. One by one, you check them off, but the list never seems to get shorter.

You might have employed staff, recruited them to help you complete some of the tasks on your list but you're still not getting ahead. In fact, initially when you hired them, you thought they'd lighten your load by getting some of your work done but now you actually find you're busier than ever.

You spend most of your time putting out fires and you never seem to get to your own list of “to-do's”.

The good news is, this is normal. Every business owner goes through this phase. The sad news is, most stay there! They never discover the secret to breaking free. They just keep doing the same old thing expecting that, at some point, things will miraculously change.

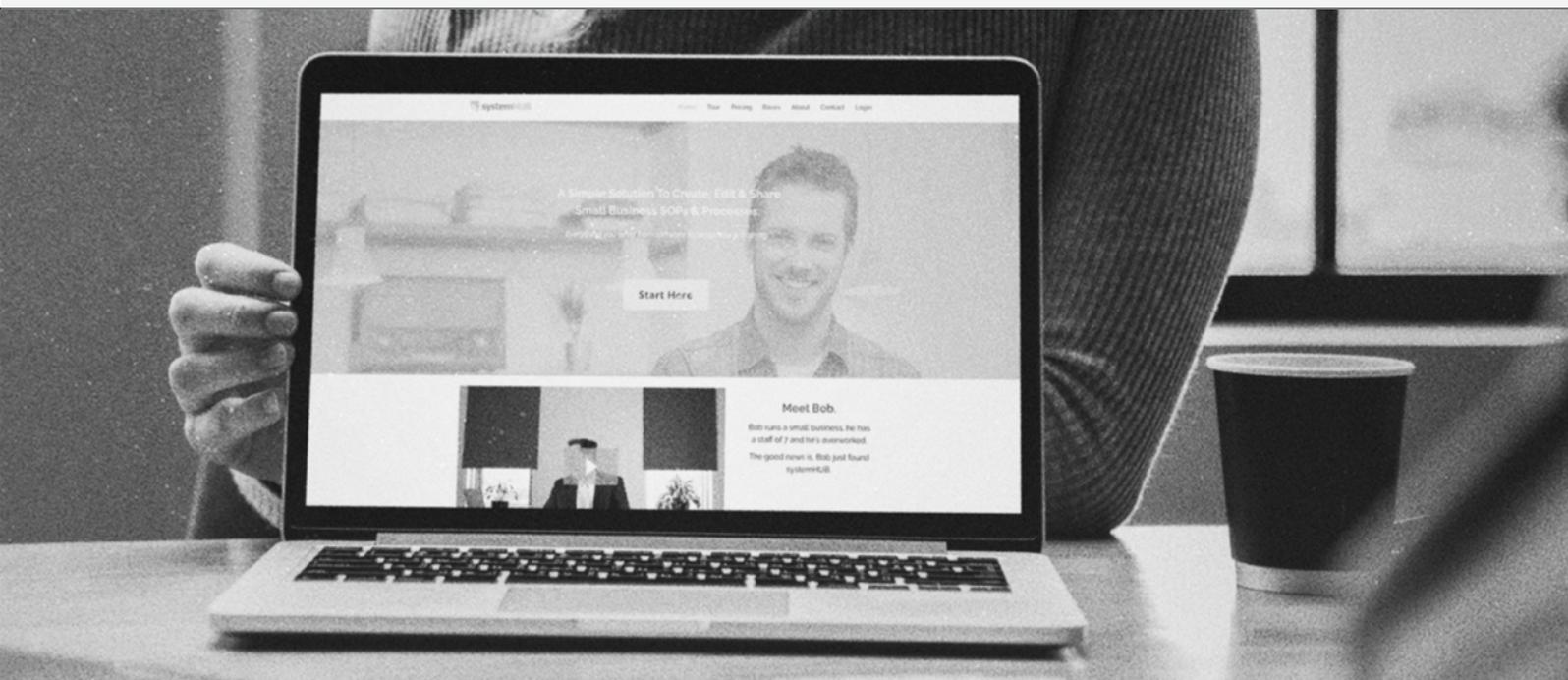


Melissa Crowhurst, sharing her secrets to business systemisation.



## So what's the secret?

It's the same secret Richard Branson used to scale the Virgin companies. Which is the same secret Tim Ferris author of *The 4-Hour Work Week* uses and it's also the same secret shared in the movie about McDonalds creator Ray Kroc, called *The Founder*.



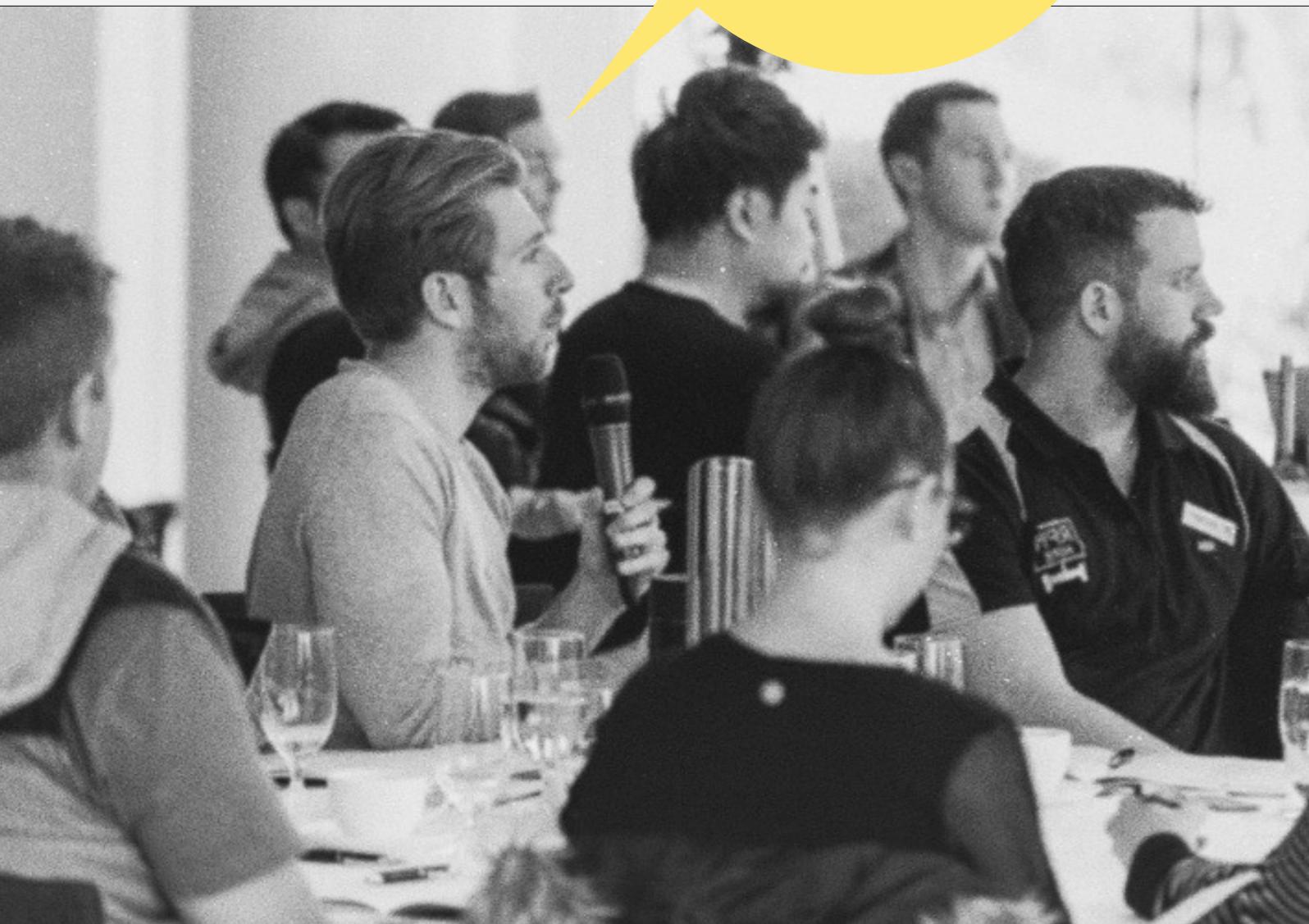
## Systems. Yes, the secret is **systems.**

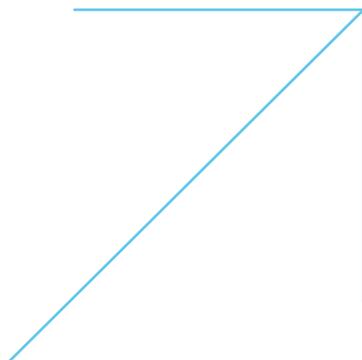
At some point, to grow your business to the next level, you need to create business systems, processes and procedures. Systems do many things, but two of the most significant for our purposes here is that...

1. Systems will run your business more efficiently, help it grow quicker and allow it to make more money!
2. Systems release you from the day-to-day operations, giving you the freedom to work "on" the business rather than "in" it.

**You might even intuitively know that business systems are the answer to many of your troubles, but...**

Dave, how am I going to find the time to document everything I'm doing and create systems when I barely have the time to drink my coffee before it goes cold?





This is the point where most business owners get stuck. But I can assure you that if nothing changes and you don't make a move creating systems, in 12 months' time, you're going to be in the same position you're in right now—stuck.

How can I be so sure? Because I was stuck, where you are right now, for the first 10 years of my business.

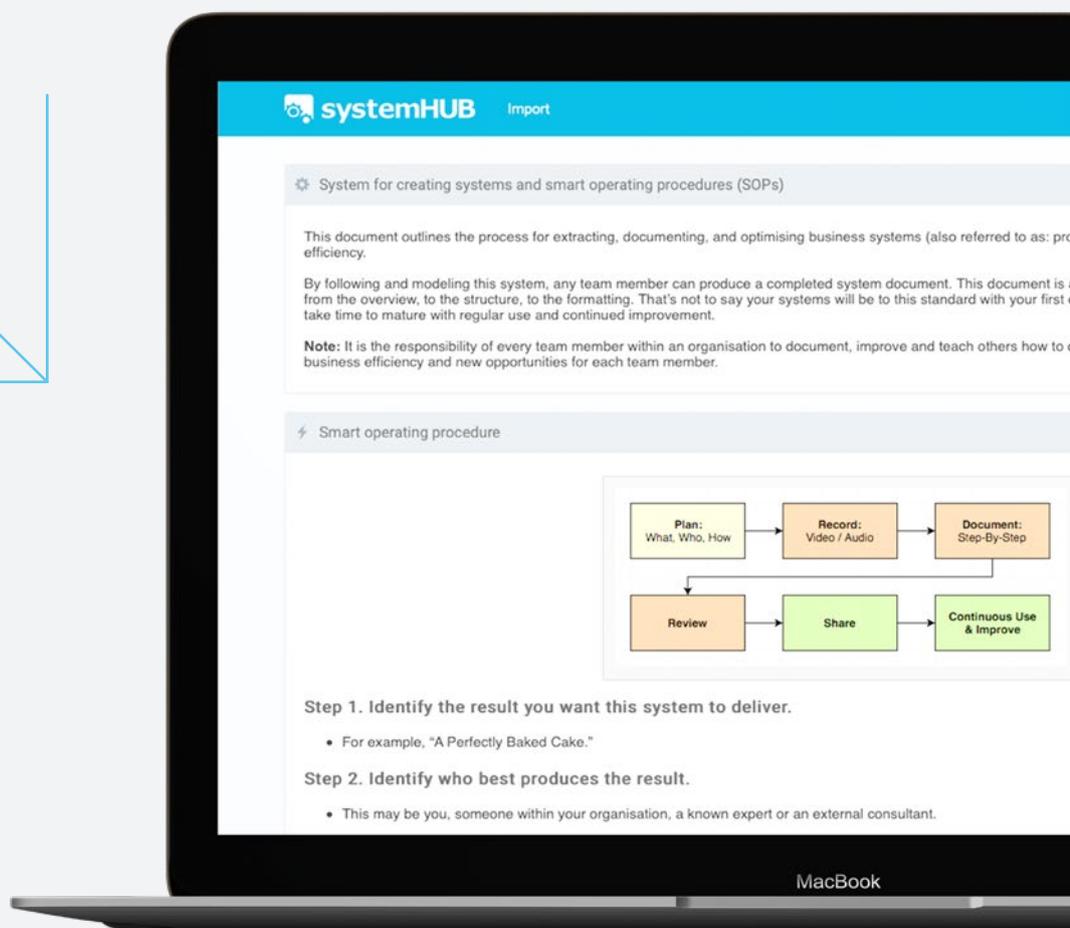
So what changed? One of my business mentors asked me, “Why don't you just hire an expert systems consultant to create the systems for you?”

My first reaction was “I don't have the money to hire a consultant to do that sort of work...” I didn't have a multi-million dollar business, then like my mentor, so I didn't hire a consultant.

But, that question from my mentor lingered in my brain. I started to question whether I should be the one creating systems. After some deep soul searching, I realized I wasn't. My job as a business owner is to spearhead new business and drive innovation. My time is not best spent documenting processes!

In fact, with this insight, let me liberate you by saying...

**As the business owner, you are the worst person to create systems within your company. And the best news is, you don't have to create the systems yourself—I'm going to give you the system that enables your team to do it for you.**



Using the **System for Creating Systems**, any team member can document, organise and optimize how they do things—this system takes you completely out of the loop! This system, plus a few smart team members, will set off a chain reaction in your business like knocking down the first domino in a series.

So, here it is...

## Systems for Creating Systems

This document outlines the process for extracting, documenting, and organizing business systems (procedures, processes, SOPs) for maximum efficiency.

By following this system, any team member can produce a completed system document. This example showcases a comprehensive system, covering the overview, structure, and formatting. Systems mature over time with regular use and continuous improvement.

**Note:** Every team member is responsible for documenting and improving process.

## Standard Operating Procedure

### Step 1: Identify the result you want this system to deliver

Example : “A Perfectly Baked Cake” or “Efficient Monthly Financial Reporting.”

**Suggestion:** Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.

### Step 2: Identify who best produces the result

Determine who best achieves the desired result – this could be you, a team member, a known expert, or an external consultant.

### Step 3: Choose the best method to capture the process

Options: video recording, screen recording (loom.com), audio recording, interview (zoom.com), video camera, etc.

**Suggestion:** The ideal method to capture a task is by video recording as it's being done. This way, the person doing the task can simply talk through what they're doing and why – and their actions are visible to the person learning.

### Step 4: Record the task being completed

Schedule a suitable time for recording.

Avoid heavy scripting; record continuously even with mistakes, explaining them and the fixes.

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#### **Step 5: Upload the file for easy sharing**

For videos: Upload to a private service (e.g., Wistia, Vimeo, Private YouTube).

For other formats: Use a file storage/sharing service (e.g., Google Drive, Sharepoint).

**File Naming Conventions:** Specify naming conventions for easy identification (e.g.,[Department][TaskName][Date]).

#### **Step 6: Create a new system in systemHUB**

Identify the best location for the system.

**Suggestion:** Create folders based on business departments (Sales, Finance, Operations, etc.)and subfolders as needed.

**Naming:** Use verbs or action words in system names to clearly indicate the activity or result(e.g., “Processing Invoices,” “Managing Customer Inquiries,” “Conducting Sales Calls”).

Keep the system names clear, concise, and ensure they contain keywords that team members would use when looking to locate it.

Add an overview that covers what the system is about and what results/deliverables are achieved from following the system.

- If applicable, post the link to the video of the task being completed in the videos section.
- If applicable, post the link to any other files used in capturing the process in the“Supporting Notes” section.

Assign the system's primary owner (the person who is taking ownership of the system) and secondary owner (usually a ‘backup’ person for the task).

Assign any additional team members who should be able to view/assist in the system’s development.

Change the status of the new system to reflect the stage it’s in:

- Grey – New system, nothing done. You may be just ‘dumping’ data in a system with this status but haven’t looked at organizing anything in it yet.
- Yellow – Under construction. You have started working on the data in the system, but it’s not at a point where others can use it yet.

- Green – Ready to be used. The system is completed enough to the point that others can reference it and get to the end result by following the steps.
- Red – Do not use. The system may be obsolete, incorrect, or inaccurate, so you don't want others to use it. But it may have some value in it still so you don't want to delete it altogether.

Notify the new system's owner (if not you) that the system is ready for review.

### **Step 7: Create step-by-step documentation**

The new primary owner of the system (which may be you) should either complete or delegate this step.

Get the video transcription of the extraction video.

Open [ProcessPal](#) (our customGPT).

Paste the video transcription of the extraction video and generate the system.

Read the generated system and cross check if all details included are correct.

Add respective links.

Remember that as you review the generated system, steps should be clear enough to allow anyone with a basic understanding of the subject to complete the system.

**Suggestion:** Ensure that the formatting of the text is uniform.

Also ensure email templates and/or any documents mentioned in the system are attached to the relevant spot in either the "email templates" and/or "attachments" sections.

Add any additional useful information which doesn't need to be added to the SOP itself (sort of like a 'footnote' in a book) in the "Supporting Notes" section at the bottom of the system.

### **Step 8: Review the draft system for the next use**

Review the system on the next iteration of the task.

**Suggestion:** With fresh eyes, review the entire system from top to bottom.

As you work through the task using the system, add any missed steps and/or make improvements where necessary.

**Checklist:** Provide a checklist of common issues to look for during the review (e.g., unclear steps, missing information).

Solicit feedback from multiple team members, especially those new to the task.

### Step 9: Submit for review and discussion

Once satisfied, the system is ready for review by the supervisor and/or to be discussed at a team meeting.

**Suggestion:** System owners are responsible for having their systems reviewed and approved.

Reviewers can add comments to a system with suggested changes. The system gets tweaked based on additional feedback. The system owner makes adjustments and replies to comments regarding any changes.

Once done, the system's status is set to green - indicating it's now ready to use.

#### **Suggestions:**

- Notify assigned users that the system is now ready for use.
- Define a clear approval hierarchy and timeline for reviews to ensure timely feedback.
- Use a standardised format for comments and feedback to ensure clarity and consistency.

### Step 10: Teach this system to another team member

Ideally, it's best for the system owner to teach their SOP to someone who hasn't previously done it before.

During this process, areas of confusion, issues, and missed points can easily be spotted and fixed.

**Suggestions:** This is best taught in three steps:

1. Show the task being completed.
2. Do the task together.
3. Allow the task to be completed by the team member and review and give feedback.

Continue step 3 until the team member completes the task successfully without feedback required.

**Training Steps:** Break down the three-step training process (Show, Do Together, Do Independently) with detailed sub-steps.

**Evaluation:** Provide a simple evaluation form or checklist to assess the trainee's performance and understanding.

### **Step 11: Use every time the task is to be completed**

When a new team member needs to complete a task, they're assigned access to view the system.

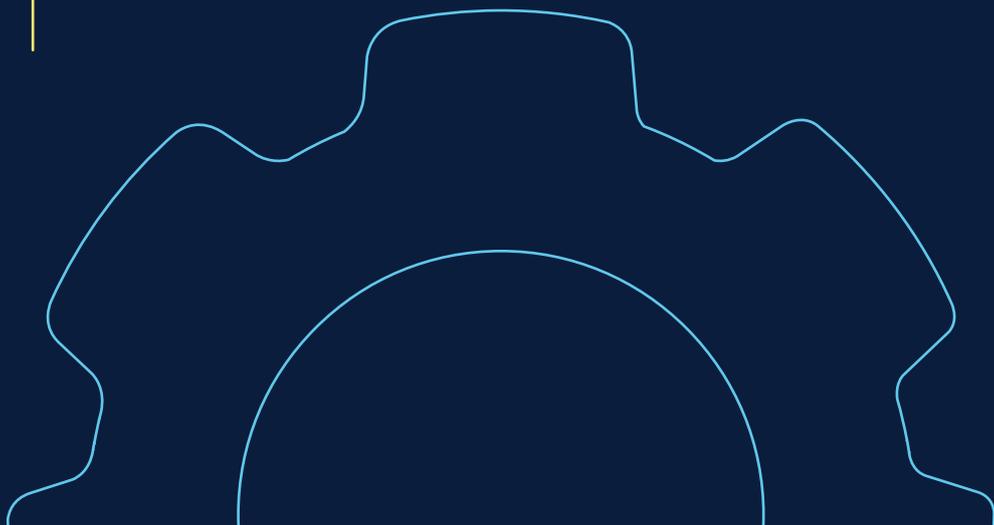
The system is improved and tweaked at each opportunity, making it as simple/efficient as possible.

#### **Suggestions:**

- Unless you are a system owner or secondary owner, suggested changes should be made as a comment on the system itself - to be then reviewed and approved by the system owner.
- Set up a regular review schedule (e.g., quarterly) to ensure the SOP remains current and effective.
- Establish a clear process for reporting issues or suggesting improvements, with timelines for implementation.



WELCOME TO THE  
**Next Level!**



**Once you start seeing the positive results from systemisation, you'll want to systemise every aspect of your business.**



But a word of caution: there's more to making systems work than just having a collection of documents floating around for your team to use. Be sure to get yourself a copy of my bestselling book, *SYSTEMology: Create Time, Reduce Errors and Scale Your Profits with Proven Business Systems*.

Congratulations on taking the next step—now stick with it, you're on the right path and the rewards are worth it!

## David Jenyns

Founder of *systemHUB.com* & *SYSTEMology.com*  
Host of the *Business Processes Simplified* podcast

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**A** 231 Chapel St, Prahran, Victoria, Australia 3181

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**P** 1300 149 301

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