PIVOT SYSTEMS

ROBIN REYNOLDS

WHAT & WHY

What I'm Building: I help solo and small business owners - typically in business 5 years or less - build, streamline & simplify their business processes so that they can grow their vision, not stay buried in overwhelm and busy work.

Why I'm Here: I welcome your input as I launch this business.

Your experience & expertise is valuable to me - thank you!

THE PROBLEM

Business owners launch with passion to create impact and generate revenue but many find themselves drowning in the day-to-day details of business management.

Business owners tell me:

- I feel like I'm drowning in my business instead of leading it
- I know I could make things better, but I don't have time to figure it out
- I'm not clear on my vision or goals
- I'm losing myself in my business
- I can't take my foot off of the pedal for fear of failing or losing it all

The solution isn't working harder – it's building processes that work for you.

WHY I CAN HELP

The common thread throughout my entire my career is a focus on people + process. This is my passion!

20+ years experience:

- High-stakes environments where a balance of process and results matter
- Designing complex systems to work smoothly
- Transitioning manual, expert-based systems to digital and automated approaches
- Certified Systems Engineer, Project Management Professional (PMP), and Agile PM
- Now applying all of this to business operations

What I'm good at: Making messy, complex processes simple and reliable, building relationships & trust

What I'm learning: How to translate my services into something business owners understand and need

PRINCIPLES

We are all experiencing rapid and dynamic technology advancement. Changes are difficult to predict. Some things are valuable, some are not. All can be distractions if not understood and implemented effectively.

- *Focus on foundations*
- *Understand and control critical workflows*
- *Understand and control critical information flows*
- *Build sustainable approaches that will stand the test of time*
- *Only implement if a return-on-investment is clear*

Even the best processes and systems only work if they are consistently implemented.

HOW I WORK

Initial Strategy Session

We look at how business is operating, identify what's causing friction, and explore whether we're a good match to work on it together.

If we move forward, there are two paths with similar goals:

1:1 or group work to fine-tune workflows, prioritize and carry out action plans, and to develop a business hub that provides operations visibility and allows owners to make more informed decisions.

THE RESULTS

Regardless of the path chosen, one can expect:

🎯 Streamlined operations
🔧 Integrated tools
🔍 Clear business visibility
💼 Confident client service
🚀 Freedom to focus

Founders reclaim their time, energy, and peace-of-mind by creating processes and automations that work together and reduce daily stress.

WHY NOT DIY?

Business owners are smart and capable. So why don't they just handle this themselves?

What they tell me:
- "I don't have the time or mental energy to tackle this right now"
- "I'm not interested in dealing with technology"
- "I don't have the patience for this kind of work"
- "I don't know how to do what needs to be done"

What I've learned:
- It's often a mix of confidence, skillset, and mindset challenges - we work through these together
- Every business is different - we start with proven frameworks templates and make targeted adjustments to fit your specific needs

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Sometimes the smartest way forward is getting expert help - it's faster, more effective, and puts the focus back on growing the business.

DISCUSSION

Input on the following topics would be helpful to me.

PRIORITY: HOW TO GET NEEDED INFO FROM OWNERS WITHOUT FURTHER BURDENING THEM

- Honest feedback on my **messaging**
- Stories about operational **challenges** you've faced
- Ideas for how to reach my **ideal clients**
- Are these **real problems** for the business owners you know?
- What's your biggest daily operational **frustration**?
- How do you prefer to **learn** about new tools or processes?

Learning conversations: Would anyone be willing to share their operational challenges with me in more depth? 30 min or less, electronic, email, or in-person

CONNECT WITH ME

Connect with me

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I appreciate your support to help me build something that solves real problems and serves the business community!