

CHAPTER 33

IMPLEMENT THE 7P BAM FOR MEANINGFUL RESULTS

*“Vision without execution is delusion.
The joy is in the results.”¹ —Peter Drucker*

Translating Ideas into Reality

The concepts and strategies in this book are only as impactful as your ability to put them into action. The chapters in this Implementation section are designed to help you successfully apply the 7P Business Alignment Model™ to your business so you can bridge the gap between where you are today and where you want to be.

What makes the 7P Business Alignment Model™ particularly useful for small and mid-sized businesses is its flexibility—it can be customized to fit your current resources, capabilities, and goals. In the upcoming chapters, we will address common implementation challenges and ways to overcome them, explore the importance of defining scope, and outline the various levels of implementation support available to you.

Translating Ideas into Meaningful Results

At Purpose Matters, we live by the motto: “*We are in the business of creating meaningful results for our clients!*” Everything we do revolves around learning, adapting, and finding better ways to help our clients achieve the results that matter most.

What constitutes a meaningful result, however, is highly individual. For some businesses, it might mean increasing revenues and market share. For others, it could involve planning for a successful exit strategy, whether selling the business or passing it on to the next generation.

Some clients prioritize greater personal freedom—wanting more time to spend with family or pursuing passions outside of work—over making more money. Many owners dream of achieving the holy grail of SMBs, a self-sufficient business that requires little to no day-to-day involvement. For others, it's about balancing profitability and growth and being able to take a well-deserved vacations without worrying about operations falling apart in their absence.

Regardless of what meaningful results look like for you, we've discovered a universal truth: most business owners value peace of mind and a sense of fulfillment above all.

Reflection Question: Which one of these scenarios or outcomes resonates most with you?

The Growth Mindset

Creating meaningful results requires a structured change process and adopting a growth mindset. In *Mindset: The New Psychology of Success*, Carol Dweck, a renowned psychologist, explains that mindset change goes beyond surface-level adjustments. She writes, “*Mindset change is not about picking up a few pointers here and there. It's about seeing things in a new way. When people...change to a growth mindset, they change from a judge-and-be-judged framework to a learn-and-help-learn framework. Their commitment is to growth, and growth takes plenty of time, effort, and mutual support.*”²²

This is not about quick fixes but about creating a culture of learning where growth, reflection, and improvement become embedded in your business processes.

Business Applications of a Growth Mindset

1. Reframing Performance Reviews

Traditional performance reviews often focus on judgment, leaving employees feeling anxious and defensive. Instead, adopt Dweck's “*learn-and-help-learn*” framework by rebranding reviews as **collaborative development discussions**.

- o **Example:** A manager and an employee can work together to identify strengths, areas for growth, and opportunities for skill development. This creates an environment where

feedback becomes a **tool for improvement** rather than criticism.

- o **Impact:** Employees are more likely to accept feedback, leading to improved performance and higher levels of trust between managers and their teams.

2. Turning Problems into Learning Opportunities

In many businesses, problems are often met with blame and defensiveness. However, reframing problems as **learning opportunities** shifts the focus to growth and collaboration.

- o **Example:** Instead of asking, “*Who caused this mistake?*” ask, “*What can we learn from this, and how can we improve moving forward?*” Encourage teams to analyze what went wrong, share their learnings openly, and brainstorm better solutions.
- o **Impact:** This encourages innovation and resilience, as teams no longer fear failure but view challenges as stepping stones to improvement.

3. Celebrating the Learning Process

Encouraging a growth mindset means valuing the process of learning as much as the outcomes. Recognize and reward progress, effort, and lessons learned—especially when teams tackle challenging problems.

- o **Example:** After solving a recurring customer service issue, a team might share their journey of trial and error and eventual success during a company meeting. Acknowledge the process, not just the result.
- o **Impact:** Celebrating learning builds morale, strengthens team bonds, and creates a culture where employees feel safe taking risks and innovating.

The Power of Growth Mindset for SMBs

For SMB owners, adopting a growth mindset is not just an abstract concept—it's a practical approach to driving sustainable change. By embracing humility, curiosity, and a commitment to continuous learning, leaders can empower their teams to:

- View challenges as opportunities for growth.
- Use feedback as a stepping stone for improvement.
- Collaborate on solving problems creatively and effectively.

As Carol Dweck's research demonstrates, the real transformation happens when businesses move from a *judge-and-be-judged* mentality to a *learn-and-help-learn* mindset. This shift fosters an environment of trust, innovation, and progress—where both individuals and organizations thrive.

Understanding the Implementation Process

As we covered in the prior chapter on OPI (Ongoing Process Improvement), growth and success in any endeavor is a process, not a single check-the-box task or one-time activity. The most successful client outcomes result from an iterative and ongoing process of making sustainable, incremental improvements over time. At the beginning of this journey—especially during the first two to three months—you may not notice dramatic changes immediately. However, consistent small steps toward improvement across the 7Ps—**Purpose, Prioritization, People, Product/Service, Pipeline, Process, and Profit**—compound over time, ultimately delivering a positive and lasting impact on your organizational performance.

The Power of Consistency

Consistency in efforts, execution, and follow-through is essential for turning plans into reality. This consistency is often a byproduct of daily habits and routines developed to ensure continuous efforts. Maintaining these habits creates a foundation for a more empowering mindset, leading to sustainable growth and success. Your Business Alignment Coach can be an invaluable accountability partner, helping you stay on track and make quicker course corrections by not letting a

bad day spiral into a bad week, a bad week turn into a bad month, or worse—a bad year.

For example, let's say you are determined to set aside 30 minutes of daily strategic self-reflection. You begin on Monday with great enthusiasm and continue your practice on Tuesday, but on Wednesday, something derails your plan, and the rest of the week goes by without conducting your daily self-reflection. At this point, one may “fall off the wagon” entirely, and the self-reflection exercise becomes forgotten like many New Year's resolutions set and never followed up to completion.

The Power of Consistent Course Corrections

However, if the following week you can “course correct” and get back on track by starting again on Monday, and this time around, you can improve and sustain your efforts from Monday through Wednesday before veering off course and only missing Thursday and Friday, you have in fact improved the overall consistency of your effort as compared to the prior week.

Over time, consistency can improve to the point where you complete your daily self-reflection Monday through Friday with an occasional day missed every couple of months. One key difference between those who succeed, whether it's sticking to a diet or exercise program or making a certain number of outbound sales calls each week, is the degree of consistency that results from their ability to get back on track, course correct quickly, and even immediately when they start to drift. It's been said that the Apollo mission was off course 90% of the time and yet through constant and timely course corrections, it reached its intended destination, the moon.

- **Reflection Question:** What stands out for you so far? What would a prompt course correction look like for you and your business?

Developing Consistency Through Habits

One of the best ways to develop this consistency of effort is by developing daily routines that over time become productive and healthier habits. A routine refers to a regular or repeated sequence of actions. It's typically a set of activities or procedures that you can carry out consistently. For example, a morning routine may include waking up, a shower, brushing your teeth and drinking a cup of coffee - things you do the same way most days. When you have a structured repeatable process, it's easier to act on.

However, if the routine is too difficult, time-consuming, or unrealistic, it likely won't be repeated enough to become a habit. For example, if you're not used to running and you want to develop the routine of jogging 5 miles every morning that's probably not a good starting point for most folks as a way to develop a routine of jogging. Starting a routine that is too difficult and far from where we are starting from will make it unlikely to consistently apply and exert the required focused effort over time to build into habits that ultimately produce our desired outcomes.

Of course, progress eventually requires stretching our capacity. The principle of progressive overload—gradually increasing effort, distance, or intensity—helps us adapt and grow stronger. But this must be done intentionally and incrementally.

In his book *Tiny Habits: The Small Changes that Change Everything*, BJ Fogg explains in his behavior change model that the right balance of motivation, ability, and triggers can create new habits.

He also offers a critical insight into developing these habits that goes beyond sustained effort and repetition by incorporating the power of positive emotions: “Celebrating tiny successes wires in new habits.” Emotions create habits, not repetition.”³

At Purpose Matters, our Business Alignment Coaches draw on BJ Fogg's behavior change strategies and tactics to help our clients improve the “do-ability” of the change process. We help break large goals into bite-sized, sustainable steps, tailored to each client's business, capacity and starting point.

By doing so, this improves the probability that positive and enduring changes will occur. The often-quoted aphorism of “How do you eat an elephant? One bite at a time,” and understanding that “you don’t feed steak to a newborn” applies when we meet clients where they are so they don’t take on too much too soon and can take the next step safely and sustainably.

Personalizing the Change Process

Consistency is key—but it must be built around what’s realistic and repeatable for your situation. Growth isn’t an event or a single burst of energy; it’s a process. I’ve heard it said that the best exercise or diet is the one that you’ll stick to, given that the exercise and diet programs follow sound principles.

That means what’s “doable” and “sustainable” will vary. Everyone’s circumstances, capacity, and competing responsibilities differ. The key is finding an approach that fits you—not forcing yourself into a system that burns you out.

Starting Small: Overcoming Barriers to Change

Let’s say you’re a 55-year-old working professional who’s been mostly sedentary for the past decade. You’ve reached a point where the current lifestyle is no longer acceptable—maybe you’re feeling sluggish, unhealthy, and tired of feeling that way. Living healthier, losing weight, and getting fit have now become urgent.

But where do you begin?

A program that requires two to four hours of exercise per day is clearly unrealistic. That might work for a full-time athlete—but not for someone balancing work, family, and life. And frankly, it’s unnecessary. You don’t need Olympic-level effort to make meaningful progress to becoming healthy. You just need the next right step—one that’s aligned with your goals, your reality, and your willingness to stay consistent.

Sustainable Effort

A more sustainable level of effort in terms of do-ability could be one hour a week. However, this level of effort may not be sufficient to

achieve your desired fitness goals. A more appropriate and effective level of effort to achieve your goals may be more in line with four to six hours a week.

A qualified fitness trainer can be invaluable in helping you determine the right balance of time and effort. They can design an appropriate and effective exercise program that fits your schedule and life circumstances. For example, if you want to gain strength and build muscle, doing a bicep curl using a pencil isn't enough weight for muscle growth. On the other hand, trying to curl a weight that you can't budge may not be safe or effective either. A knowledgeable weight training coach can be instrumental in determining a reasonable rep range and weight appropriate to your goals and available time while also considering where you are starting from.

We also know that spending four hours one day per week is not as optimal as one hour daily for four days a week. Perhaps walking 10-20 minutes a day to start would be even more effective. Our Business Alignment Coaches, analogous to a qualified fitness trainer, can help you optimize and develop the appropriate routine and units of effort within a reasonable range of effort and frequency based on your current circumstances to successfully implement the 7P Business Alignment Model™ into your business.

These examples illustrate that between doing nothing and doing too much, there is an optimal range of effort that can produce a desired outcome. If it's too far on the spectrum towards "nothing," the effort expended may not be enough to reach the desired result unless that effort gradually increases to produce a meaningful result.

Collaborative Change Management

Successfully navigating the change process requires a collaborative approach between the client and the BAC (Business Alignment Coach). They can serve as invaluable guides and coaches when helping our clients apply frameworks within the 7P (Purpose, People, Process, Prioritization, Product, Pipeline Profit) Business Alignment Model. BACs are also critical to ensuring the implementation is conducted in an actionable, "digestible" manner and appropriate to our client's needs. They begin by assessing and meeting clients where they are, and

then collaborating to develop a roadmap that empowers them to take the next step consistently, safely and sustainably.

Practical Strategic Alignment

We've designed our methodology while considering the limited time and resource constraints of busy business owners already spread too thin. We know that most SMB owners typically don't have the ability to take the time and incur the expense of an offsite week-long retreat at a luxury hotel with their leadership team to work on their strategic planning, including developing their Mission, Vision, and Core Values.

However, somewhere between the range of values of doing nothing and feeling overwhelmed by trying to do too much, we believe there is a unit of effort one can start with that is doable and practical while putting you on a path toward achieving your desired outcome. This effort is not just about implementing the 7P Business Alignment Model™ and its frameworks but, more importantly, facilitating a transformational journey where habit and mindset changes empower continuous learning and meaningful growth.

Operationalizing Purpose and the 7P BAM

Unlike many traditional business advisory or management consulting services, Purpose Matters goes beyond providing advice or coaching by operationalizing their purpose with the implementation of the 7P Business Alignment Model™. In addition, we provide executive level fractional support and execution in the following areas especially in the People and Pipeline P's of their business:

- **Talent Acquisition:** Our talent acquisition services help professionalize the hiring process for our clients and alleviate some of the tedious and time-consuming elements associated with the front end of the recruiting process. By sourcing and pre-screening resumes and pre-interviewing potential job seekers, we can deliver a pool of higher-quality candidates for our clients to choose from. As a result, we can save our clients time and money while improving their ability to make better

hiring decisions, resulting in attracting and retaining more of the right-fit employees over time.

- **Strategic Customer Analysis:** We provide strategic, data-driven analysis of your customers and potential customers to help you make informed marketing decisions. This results in attracting and retaining more of the right-fit customers who align with your purpose and are more likely to become loyal advocates of your business.
- **Team Alignment and Focus:** Through our alignment coaching, we can provide the tools and accountability to help our clients and their leadership team better focus and align around what matters most to drive the business forward

With the right-fit employees and customers aligned with your purpose, you can build a winning team and a loyal customer base that drive long-term growth and sustainability.

Key Takeaways Chapter 33: Implement the 7P Business Alignment Model for Meaningful Results

1. **Ideas + Actions = Results**
 - o Ideas are only as good as their implementation. Translating the 7P Business Alignment Model™ into actionable steps bridges the gap between where you are and where you aspire to be.
2. **Defining Meaningful Results**
 - o Every SMB owner defines success differently—growth, self-sufficiency, profitability, or work-life balance. Identifying what truly matters to you provides direction and focus for implementing changes.
3. **Embracing a Growth Mindset**
 - o Shifting from a “judge-and-be-judged” mentality to a “learn-and-help-learn” framework encourages continuous learning and improvement.
4. **Consistency is Key**

- o Sustainable progress is built through consistent effort and course corrections, even when setbacks occur. Small, steady actions compound over time to create significant, lasting change.
- 5. **Personalizing the Change Process**
 - o Effective implementation depends on starting where you are and scaling efforts appropriately. Incremental, manageable changes tailored to your business's capacity lead to sustainable growth.
- 6. **Collaborative Change Management**
 - o A Business Alignment and Growth Advisor is a guide and accountability partner, helping you prioritize, execute, and refine your strategies to achieve optimal results.
- 7. **Balancing Effort and Doability**
 - o Between doing nothing and doing too much lies an optimal range of sustainable effort. Finding this balance ensures that changes are both impactful and sustainable
- 8. **Purpose Matters goes beyond traditional advisory services**
 - o By actively supporting day-to-day operations, when it comes to professionalizing the hiring process, providing data-driven customer insights, and aligning their team around purpose and what matters, we can empower them to meaningfully grow.

Reflection Questions Chapter 33: Implement the 7P Business Alignment Model for Meaningful Results

1. **What does success look like for your business in this phase?**
 - o Define what meaningful results mean to you — whether it's growth, profitability, more time, or work-life balance.

- o How would achieving these results positively impact both your business and personal life? How would not achieving these results impact your life?
- 2. **What's one actionable step you can take today to better align with what matters?**
 - o Identify a specific action you can immediately implement to move closer to your goals.
- 3. **What daily routine could positively impact your productivity and sense of fulfillment?**
 - o What are some ways to ensure that these routines stick and turn into healthier more productive habits?
- 4. **How could hands-on support with daily tasks like hiring, customer analysis, or improving team alignment help?**
 - o What measurable impact would you like to see on your business's long-term growth and success from having this support?
- 5. **What's the right balance between doing nothing and doing too much for you right now?**
 - o What is one small, manageable change you could make that would have the biggest impact without overwhelming you or your team?
- 6. **Who can help hold you accountable and guide you through the change process?**
 - o How would having a trusted advisor or Business Alignment Coach support you in staying focused and following through?
- 7. **What stood out to me as I reflected on these questions?**
 - o What is one insight I gained that I want to act on right away?
- 8. **What are my top 1-2 takeaways from this chapter?**