

**SPECIAL REPORT**

# **How To Build The Business Of Your Dreams**

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**The Tools for Success**



**Hugh Ballou**



## **Hugh Ballou** **Transformational Leadership Strategist**

### ***Orchestrating Success***

How does a conductor of orchestras and choirs teach leadership – very enthusiastically! Hugh Ballou teaches leaders around the globe how to build synergy with teams and how to build effective processes that bring success to any organization – no matter how small or how big. “I travel around the country and around the world and find that you can change the name of the organization, the location and the type of structure and you will still have the same issues – leaders not leading effectively!

Ballou brings 40 years of experience as conductor to his leadership training. “I call the training *Building High Performance Teams*, but no one can produce effective teams without fine-tuned leadership skills. I teach business executives how an orchestra conductor brings out the best skill of the players that have been hired. The conductor is a dictator, however, if the conductor hires a good oboe player, then it’s best to let that oboe player use his or her skill rather than tell them how to play the oboe!” It sounds silly, however, leaders who micro-manage those whom they lead only receive a fraction of the performance that is ultimately possible. Let the team perform!

The skill set of planning for success, constructing powerful goals, and delegating with authority are consistent themes where many leaders underperform.

Ballou’s unique ability to inspire and motivate even the most difficult of audiences has made him the expert in the field of Transformational Leadership. Transformational Leaders build strong leaders on teams that are motivated, focused and highly effective in setting and implementing powerful goals.

As author of 8 books on Transformational Leadership, Ballou works as executive coach, process facilitator, trainer and motivational speaker teaching leaders in many diverse fields the fine-tune skills employed every day by orchestral conductors.

#### Books:

***Transforming Power: Stories from Transformational Leaders to Inspire and Encourage***

***Moving Spirits, Building Lives: Church Musician as Transformational Leader***

***Moving Spirits, Building Lives: A Workbook for Transformational Leaders***

***Building High Performance Teams: Systems and Structures for Leading Teams  
and Empowering Transformation***

#### Four Books Delivered in Online Training Format:

***The Leadership Accelerator: The Fast Track to Transformational Leadership Excellence***

***Build Your High Performance Teams: For Business Excellence***

***Transform Your Church Committees into High Performance Teams...in Just 21 Days!***

***The Definitive Leader: A Complete Program of Transformational Leadership***

#### Books in Process:

***Leaders Transform: Transformational Leadership for Entrepreneurs***

***Leaders Transform: Transformational Leadership Workbook for Entrepreneurs***

# How to Create the Business of Your Dreams: *The Tools for Success*

**Hugh Ballou**

- Are you sick and tired of being in the rut and going to a boring, unfulfilling J. O. B. (Just Over Broke)?
- Do you have a great idea for an awesome product or service, but don't know what to do next?
- Have you known someone who tried to launch a business and failed?
- Do you want someone to help you orchestrate your success?

Research shows that 90% of successful businesses owe their success to capable leadership, while 90% of business failure can be attributed to a failure in leadership. In technology companies, the success rate for software projects is only 16.2% with only 9% of the projects coming in on time and on budget. I believe that lack of clarity in leadership is mostly responsible for the estimated \$1.7 billion that is wasted due to destructive conflict of all types in the workplace.

**Here's the answer!** Let a musical conductor help you orchestrate your success! What does a musical conductor know about building a business? Read on and you will see for yourself.

Learn the powerful principles of Transformational Leadership and equip yourself to launch and lead a successful business. Creating and running a successful business is a very different concept than taking a product or service to market. Building a successful business will not only allow you to launch the products the world needs, but it will also create an organizational culture that can be felt through your employees, the product itself, and the consumers who believe in your business. You could just be creating a job for yourself. Why not build a business?

If you master my four leadership principles, then you can run any type of business anywhere.

## **Principle One: Know the Score**

Build your **FOUNDATION**

Core Values – Vision & Mission – Strategic Plan – Goals – Leadership Skills

## **Principle Two: Hire the Best Players**

Build and Maintain Effective **RELATIONSHIPS**

Create Your Teams – Create Collaborations and Affiliations – Start a Mastermind Group

## **Principle Three: Rehearse for Success**

Create Effective **SYSTEMS**

Create Evaluation Systems – Design a Balanced Scorecard – Conduct Power Packed Meetings

## **Principle Four: Value the Rests**

Establish and Sustain **BALANCE**

Plan your Work and Work your Plan – Plan Rest and Recreation Into Your Day – Reflect

Read on....

## **My Story:**

As you see from my biography above, I trained and worked as a musical conductor for over 40 years and still do some conducting when I can. I worked as church music director and worked with community choirs and orchestras. I was also able to hire the best orchestra players from major orchestras such as the Atlanta Symphony Orchestra and the Florida Orchestra. On many occasions, I was invited to be guest clinician for music festivals, judge for competitions, and guest conductor or guest lecturer at university music schools. I all came to the fact that I was known as being competent in my area of expertise.

I found that leadership looks different in different situations; however, I learned that leaders could lead any group when applying my principles of leadership. One must be respected as an authority and person of influence. I had the experience and track record as a musical conductor. I had built successful music programs in churches from 120 members to 12,000 members as music director. I had proven my worth as not only a good musical conductor, I had proven that I could lead people, create successful programs, and establish new initiatives that continually brought energy and vitality to ongoing programs that tended to get stale and boring in other churches.

It was also evident, when I created cross-disciplinary planning teams, that I could create clarity of effort for planning teams that made it clear what everyone would be responsible for in making the project successful. In short, I learned to conduct the team as if it were a musical ensemble. The conductor does not sing all the parts or play all the instruments. The conductor guides the process of making great music. I found that the most important skill set for the church musician was not musical skill. It is leadership skill. In fact, my opinion is that the job was 10% musical skill and 90% leadership skills in many forms. I also learned that if I could lead teams in a volunteer organization like the church with many, many opinions and perspectives, then I could lead and teach leadership in any type of organization. It continues to be true for me that leadership in the church is one of the most difficult places to succeed today.

Having worked with lots of visionary leaders making their dreams become reality, I have helped many entrepreneurs strengthen their skills as leaders to be successful in creating and running a business. I have worked with many large and medium sized businesses to undo and correct problems in the systems involving people – you might call this teamwork. What I have observed is that businesses do not and have not considered establishing healthy processes for strengthening leaders and building healthy teams. Therefore, the amount of waste in unproductive people-hours is unnecessarily large.

While serving a medium size church of 1,200 members, I also purchased and ran a small camera store back when everyone used film. I took the business from \$20,000 in sales to over \$1.5 million in sales in just over 12 years by expanding the customer base and addressing the needs of the community that I served. I was a musician with some knowledge of photography. It was effect “on the job training” for me. With no specific knowledge and no business coach, I build a business that made my business the dominating business in my community with the products and services I provided. What could I have done if I had had a business coach and a leadership coach like me? I have already made all the mistakes, so let me share them with you so you can learn from my learning experiences.

We can both save time and money and make a great difference in the world.

## Principle One:

### Build your **FOUNDATION**

In musical conductor language - **Know the Score**. Have you ever watched a musical conductor at work on the podium conducting a choir or orchestra in rehearsal and/or performance? Then you have noticed that the conductor has thoroughly studied the musical score and not only knows what he or she wants for a result, but has also developed a way to get there – a rehearsal plan.

Well, for the entrepreneur leading a new business, even those starting alone, it's imperative that there is a clear vision for the results, and a plan to get there.

Rule number one is to know what you want. To do that, you must clearly define the vision for your business. The vision is the concept. The vision not only defines what you are in business for, but what you are in business to achieve.

When defining the vision you want to attain, phrase it in present tense. This is an important principle because you need to see yourself already in possession of the vision. In your mind it has already happened.

Build your leadership skills. This is the first and ongoing duty of the business owner. You are an entrepreneur starting up a new business. You are a business owner. You are the leader of this vision. Transform your vision into reality. Become a Transformational Leader.

Transform your leadership skills first before you try to transform your vision or transform your team. The traits of a Transformational Leader are very specific:

- model excellence
- delegate appropriate duties
- create leaders on teams
- support those leaders
- let go of what you delegate
- be the cheerleader for your vision.

Be a continuing student of Transformational Leadership. Start now. As soon as you decide to create a business, begin building your skills to lead this business. It does not matter if you have been a leader in a previous enterprise, this one is different, or you would not be creating it. Build the skills for the business you will have and for the next level of growing the business **BEFORE** you get there.

The Transformational Leadership model allows for followers to embrace and own your vision and put energy and passion into their work, because that is what you model as their leader.

*Get a coach.* You don't see your blind spots (because they are blind spots) so you need someone else to assist you in this journey of capacity building. Build your skills and you will build your potential for success. Having a coach will cost money. Having a competent coach will guide you to successful implementation of this idea in a more direct path. It is important that you do not focus on moving quickly. It is important that you move in a direct manner toward your goals by building a strong foundation.

Develop a strategic plan. After beginning your leadership coaching, the next important thing is to create a strategic plan for your business. A strategic plan is the framework for launching and running your business. It is your pathway to success.

In Napoleon Hill's book, *Think and Grow Rich*, he defines the principles of success: First, Definiteness of Purpose; Second, Create a Plan; and Finally, Bring Value to the world with your product and service. These are all defined in your strategic plan.

*Important:* do not do this yourself. Hire the best strategic planning you can find. Learn all you can from that person. Make this plan part of your daily life. Get your coach to assist you in developing and implementing this plan. Your leadership skills are employed in every aspect of this business. First you need to be the expert, then you delegate. Then you follow up.

*Consult a securities attorney and IP attorney.* If you have a product or idea that can be protected, then secure an attorney to protect your Intellectual Property (IP). Be careful who you tell about this idea until you have discussed it with your attorney.

*Create your advisory team and mastermind group.* In the Southern USA, there is a saying, "None of us is as smart as all of us." This suggests that you do not attempt this alone. You must have other brains to provide perspective, information, and strategies that you would not have otherwise considered. No leaders possess all of the skill or knowledge to fully implement or run a business. It is imperative that the successful leader creates high performance teams: Boards, staff, advisors, and mastermind group. A mastermind group is an independent group of experts with whom you meet and share ideas in order to solve each other's problems.

*Create your library of important articles and books.* You bring energy to yourself by knowing and defining what you want. Be intentional with your "Definiteness of Purpose". Your subconscious mind is a power playing in your success. The subconscious mind must receive what the conscious mind sends to it. You control your thoughts. Therefore you control what goes into your subconscious mind. Define what you want to see happen. Read it daily. Program your mind for success.

If you have ever had surgery and been unconscious with anesthesia, then you realize that your subconscious mind kept your body alive while your conscious mind was turned off. In effect, your results are governed by your subconscious mind. When Napoleon Hill interview Andrew Carnegie for a newspaper article, Carnegie gave him this pearl of wisdom: "*Any idea that is held in the mind, that is either feared or revered, will begin at once to manifest itself into the most convenient and appropriate physical form available.*"

Your thoughts govern your success not the other way around.

Fill your mind with the intentional thoughts for success and you will attract people of like mind. You attract what you are, not what you need.

Build your library. Read daily. Fill your mind with positive thoughts of success and there will not be room for thoughts of doubt. If you think you are right or you think you are wrong, then you are correct with either thought. You get to choose your thoughts that govern your success.

## Principle Two:

### Build and Maintain Effective **RELATIONSHIPS**

In musical conductor language – **Hire the Best Players.**

*Create your high performance teams.* No musical conductor wants to attempt to make great music with marginally talented musicians. It's no different for the business leader. Recruit the best people to be a part of your organization.

Leadership is about influencing people to follow your vision. This depends on building and maintaining effective relationships with those whom you lead. The Transformational Leader models the conduct desired as well as the mood and spirit of the organizational culture. You, the leader, model what you want to see acted out in your teams: authenticity, ethical behavior, discipline, care for the individual, and overall effectiveness.

You lead by example. You influence people not by the power of your position, but by your personal influence. You demonstrate a moral example that everyone works toward the stimulating vision that benefits the organization. It's not about you. It's about the vision.

So, what relationships are needed? Here are some relationships to consider:

- Advisory Team – will help you clarify your vision
- Board of Directors – will assist you in making important business decisions
- Staff – people who will make you money (or cost you money)
- Affiliates – businesses that own a market or loyal customers
- Collaborators – businesses or people that can bring synergy to your business
- Joint Venture Partners – businesses that will develop a market with you
- Mastermind Group – people whom you respect that will help you solve problems
- Marketing Team – people who will help you define and connect to your market
- Other teams as appropriate

*Plan the timing and sequence of your teams.* Certainly you do not launch these teams all at once and certainly you may not want to utilize all of those on the list. You will form your teams **AFTER** your strategic planning session and in consultation with your strategy and leadership coach.

*Create "Performance Expectations" for every relationship.* Each relationship is defined by a document that articulates roles and responsibilities. Create another document that defines what each person and each team will accomplish. Much of the conflict that exists is created by the leader's lack of clarity of expectations. Define the results you want to see and when you want them completed.

Effective leadership is based on effective relationships.

## **Principle Three:**

### **Create Effective SYSTEMS:**

In musical conductor language – **Rehearse for Success.**

In the music world, a bad rehearsal means a bad performance. If the conductor lets wrong notes slip by, tolerates sloppy playing, or is uncommitted to excellence in playing every note, then the result is mediocrity. The musical ensemble rehearses for excellence or rehearses for mediocrity. In visiting a new city recently, I had a chance to hear the same piece of choral music performed by two different choirs. One was very average and the other was exciting. The difference was in leadership. Both choral groups were capable, however one conductor knew how to inspire excellence in the culture of the ensemble.

This is no difference in the business world. One leader inspires excellence in every part of the business and encourages every person to rehearse in every business activity. Excellence then becomes the DNA of the organization.

Develop systems for high performance in every activity in your business: quality documents and publications, quality products and services, effective meetings, comprehensive communications systems, daily reviews of critical measurements for success, and other business systems relative to your organization.

*Create your written plan.* Goals that are not written down are merely dreams. Great businesses begin with a dream. We were all penalized in school for daydreaming, however when it comes to creating a world-class business, you are encouraged to dream, and to dream big. Your idea begins with a dream. Move promptly into creating specific goals and objectives that are measurable and timed. This will provide you with a roadmap to success. Your goals are an outcome of your strategic planning process. Likely, your strategic planner will provide you with a set of specific goals and objectives. **Take these seriously.** Make sure that these goals reflect your intent and are *your* goals. It is *your* vision that will be transformed into reality. Goals provide clear targets for your teams to create action plans and to implement.

These goals are your secret to leading a successful business. When you take the time to create and refine your goals, you will create intentionality of purpose. You will transition from believing you will succeed to knowing that you will succeed. You will also be able to know what you should be doing and what does not fit into your daily routine. You will also benefit from actions that, when completed, move toward the next step in your process. This will save you time and money by reducing waste on unnecessary activities.

*Take action immediately.* Do not be guilty of “perfection paralysis.” Do not wait until you have perfected your plan to begin. Start moving to your goals right away. Start work now on the journey and remember that this is a process that unfolds. Build your plan as well as you can in the strategic planning session, and then begin to implement.

*Make corrections constantly.* When living in Huntsville, Alabama, where many rockets for NASA were designed and tested, I learned that in every space flight there were constant course corrections. Why then do we think we can make a plan, without making course corrections, and expect not to crash? Create your best plan. Pay attention to the results. Make corrections as necessary.

Successful leaders do what others are not willing to do.

*Create effective systems for evaluation, reflection, revision, and renewal.* Making corrections means that you have developed systems to evaluate and measure your progress. Reflect on your analysis. Revise your plan. Recommit with a renewed vigor. As Churchill said, "Never, Never, Never give up!"

*Keep your coach.* You started this journey with a coach. It's important that you have a confidential advisor to assist you in your personal growth as a leader and to have a source of feedback for making decisions and evaluating your effectiveness. Your personal leadership skills will let you grow to the leader you were created to be.

*Utilize your mastermind group.* You created your mastermind group with the people you respect. Do not give up on this group. You will learn to appreciate the energy and wisdom this group provides for your leadership skills. Make a group covenant that inspires each person to work toward his or her individual success by empowering the group process in an ongoing commitment. It's not important how often you meet. It's important that you meet regularly. Meet in person if at all possible.

*Develop a balanced scorecard.* Design a measurement tool to monitor your business' effectiveness on a daily or weekly basis. There are many examples for designing this tool. Basically, if you read a profit & loss statement on February 10 for January sales, then it is too late to make corrections to January's business and possibly too late to make many corrections in February. If you develop a way to measure critical factors on an ongoing basis, then you will know in advance that your P&L will be fine.

Effective leaders create effective systems and continue to work on improving those systems.

## **Principle Four:**

### Establish **BALANCE**

In musical conductor language – **Value the Rests.**

The rest is an important event in music. It is not simply the absence of sound. It has value of its own. The rest validated what has preceded it and prepares the listener for what comes next. The rest is intentionally placed into the music by the composer for a specific effect.

Rests in life also provide punctuation as well as time for reflection, thinking, and gaining perspective. The leader who works every minute of the day does not provide a time for thinking, evaluating, and regeneration of energy.

*Create balance in your life.* If you expect to have time for planning, reflection, and evaluation, then you must put those times on your calendar. Plan time to plan. Plan time to reflect. Plan time to play. Plan time to rest. If you don't put it on your calendar, then it will not happen.

*Plan your work and work your plan.* You might think this is just a trite that people just say. Well it is repeated because it has real value. There are many great strategic plans that live in drawers or file cabinets and are never implemented. My first principle of creating a strong foundation means that you will spend time creating your plan. Next you will create a plan for implementation of that strategy. Next you will define ways to monitor and evaluate your progress and create accountability for yourself and your team. Pay the upfront cost. Spend time creating your plan. The important part of this principle related to your plan, is to plan time for yourself.

*A musical phrase ends with a cadence and comes to a point of rest.* There is a rhythm and flow to the music. There are punctuations at the ends of phrases and sentences. There is a time to breathe. Your life and your work must be in sync and create harmony. An end to a musical phrase brings clarity and focus to the point of resting and breathing. Your action items are like phrases. Your goals are like paragraphs. Your long-term strategic objectives are like chapters. Musical phrases are independent parts of the greater musical composition. Your action plan is a part of your greater symphony – your strategic plan. Observe and learn the natural flow of your day. Create places of rest and clarity in your day, in your week and in your life. Successful leaders observe and know how things happen.

*Balance does not mean that everything is equal.* Balance in music means that you can hear the melody over the harmony parts and that the critical melodies stand out. Balance in your leadership means that the main thing continues to be a primary focal point. As Covey says in his book, *The 7 Secrets of Highly Effective People*, "Keep the main thing the main thing." Focus on implementing your vision and making a profit. Develop a full awareness of how all your actions move your vision toward effective implementation, just like how every phrase moves forward in the symphony. You are conducting your symphony of success.

*Create your daily routine for effectiveness.* Find time each morning to read your goals and activate your action plan. Review daily. Create success daily

## **A system for growing your capacity as leader**

Are you overwhelmed with not knowing enough to create the business of your dreams? Are you afraid that you will miss a step or forget an important leadership skill or tool? Do you need samples of leadership tools and strategies for success? Are you confused about what to do next?

Well, here's the answer:

The Transformational Leadership Accelerator program is for you! This program provides you with weekly lessons giving you the details for building your leadership skills, your high performance teams, and most importantly, your business.

The Fast Track to Leadership Excellence will help you:

- Grow yourself
- Grow your business
- Grow your market
- Grow your income

What's included in this 13-week fast track program:

- 13 Lessons
- Applications for each lesson that can be used immediately
- Transformational Leadership tools defined in realistic and immediately usable terms
- Skills inventory and strategies for building new skills
- Emotional and mental processes for keeping yourself on track and encouraged
- Processes for building powerful teams and collaborative relationships
- Overall pathway to success in creating and fulfilling your dream
- Personal training webinars:
  - "Composing Powerful Goals: the "Nuts and Bolts" of Success Defined"
  - "Conducting Power-Packed Meetings: Motivate and Engage Your Teams"
  - "Being The Definitive Leader: Becoming the Leader You Were Created to Be"
- Templates for planning, decision making, and implementation:
  - Core Values
  - Vision & Mission
  - SMART Goals
  - Action Plan
  - Communication Plan
  - Balanced Scorecard

It's a life-long learning resource you will use forever. It's a notebook for continual referral and learning. It's a collection of videos, audio, and printed worksheets. It's a complete Transformational Leadership program in realistic usable form with a proven track record.

Many people have paid me from \$5,000 to \$20,000 to learn the secrets that I have developed over the past 40 years. I can offer these strategies and systems to you for a fraction of that price because I have created this streamlined program for you to follow whenever you choose. These are systems and strategies that I created for real life situations - these are not just theory or merely academic principles! They have worked for me and are still working for me and for my clients!

The price? Well one client recently told me that this program was priceless! Anything worthwhile, however, has a price.

The program is \$997. By wait!

If you are one of the first 100 to sign up, then you can have the full program for half price. Yes, that's only \$497. Those who can make decisions and act are the people who can and will make the decision to be successful.

Is that you?

If it is then sign up now: [HERE](#)