

NOTES From: BBC 1 November 2019 - Business Problem-solving Roundtable

Original BBC Blog Post Burb: "What's a business problem you have struggled with or that you know other business friends may have struggled with?" First we'll begin by opening up the table for sharing business issues or problems.

Then, we'll consider the following: **1)** share/brainstorm various problem-solving strategies; **2)** network with others who may share similar business problems; **3)** make a list of key business issues and problems from which we can develop specific future BBC business presentations.

The scientific method often entails the principle of "first clarify the problem":

"If I had only one hour to save the world, I would spend fifty-five minutes defining the problem, and only five minutes finding the solution. If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions. Given one hour to save the planet, I would spend 59 minutes understanding the problem and one minute resolving it." (Albert Einstein)

For example: Focus on the specific place. Where your work is where you CAN work. Maybe multiple spaces. Maybe multiple focuses. Again, what's the problem? (59 minutes); then seek the solution (1 minute). STP - SOS (Bill Ruddick): Situation, Objectives, Steps/solutions needed

Practical: turn OFF email notifications! See Simon Sinek YouTube: "On The Use Of Technology" & "How Cell Phones Are Destroying Relationships" [facebook.com/watch/?v=505790973240599](https://www.facebook.com/watch/?v=505790973240599); see related video <https://www.youtube.com/watch?v=la1lRcq2-LU>.

Focus: focus of our priorities; so prioritization is key; Note: "perfectionism" can be our own worst enemy; the need to do....

Strategy: time-slot your day; hyper-structured time blocks; white space time slot for the more random, creative side of the business. *Blue-zone living* – where the rest of life happens in balance, scheduling not just business work, but creative work; the *White-space* time, with NO work, just meditation, quiet.

Problems: (scheduling the day to be most productive)

- stuff that needs to get done
- cycles of 50 minutes on task (not multitasking), 10 minutes on break
- find a space uninterrupted to get basic stuff done
- the break time is a good place to do exercise

Potential Future BBC Topics:

- Good use of facebook, Instagram, other social media, and auto-posting services. Cf. Valarie Harris, who does Workshops in Silverdale (varrismarketing.com) and manages Silverdale Greendrinks. Could also make a good Accelerate Kitsap (<https://acceleratekitsap.weebly.com/>) Tuesday@Noon.
- "The Power Of Why" (book: "First Ask Why") – The Power Of "Asking Why"!
- Start with Einstein's quote, then do a think club on its implications (noted above).

NOTES From: 8 November 2019 - Business Problem-solving Roundtable Continued

Business Problems 2020:

- Retirement, what next?
- Audience, clientele "when they're ready" - a marketing problem
- Homeless teenagers on the Island: Masonic Lodge, Boys&Girls Club (free for teens), Goodwill (how to keep donations in the community), Helpline House. Idea: a pure business model, a Hostel model for homeless teen drop-in safe-house
- Setting fees and what do we charge, bids v. flat hourly rates
- Technology business roundtable (Ryan, Jason, Brian)
- Promoting myself and my business

Further Suggested Potential BBC Friday Meeting Topics (by Bill Ruddick)

Including suggested presenters for topics.

1. Start with WHY? The most important question in business. (BBC Think Club)
2. Do you have accurate financial records? For tax return? Other? (Karla Smith or Jerry Slade)
3. Decision Making Secrets. (Craig Clement material)
4. How to attract customers? Ads, internet, e-mails, associates, etc. (Ken Sethney)
5. Problem Solving: Situation, Objectives, Solutions; SOS program; Stated problem.
6. LinkedIn new developments; social media issues generally. (Charlie King)
7. Secure your business and computer, technology issues. (Jason Omens, Ryan Skyler, Brian Creamer)
8. How to present your business: Products, Services, Image.
9. Valuing your business. (Kelly Dies, Bill Ruddick)
10. How to talk to City Government and be heard. (Leslie)
11. Exit Planning, first steps. (Bill Ruddick)
12. How to evaluate employees, prospects, position needs etc. (Roslyn Webber)
13. Retirement Issues. Life Style Changes. (Jerry Slade)
14. Inspiration, creating new business ideas. (BBC Think Club)
15. Local BI problems, e.g. housing, homelessness, homeless teenagers. (Steve Rabago)
16. Fee Setting and Product Pricing.