

THE FREEDOM BREAKOUT™

Falling In: The Trap of Cycles

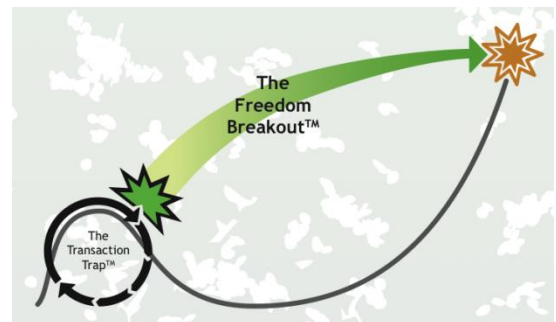
One of the greatest advantages we have as small business owners is the benefit of owning our own companies. We have the power to control and create our own income, control and leverage our time and build a business that is sustainable with or without our daily contribution. By honing our skills that take years to perfect, we can leverage our innovation, networking and marketing skills in addition to financial knowledge, market knowledge, human insight, economic insight, and the sheer force of our will to keep on top of the heap. It's easy to start a business, but it's certainly not easy to thrive. For those of us that have, it took a lot more than merely riding the wave of the economy to get where we are. We're survivors.

Unfortunately, many small business owners aren't surviving. They rely on increasing volume to earn a living and find it hard, in any economic situation, to keep up. In this economy, they simply work harder and harder to keep their doors open. It's an impossible trap.

As a business owner you have to put out fires, wear many hats and without solid indicators of how well you're doing, risk losing it all because you lack the time and focus to embrace new technologies, differentiate yourself, or stay ahead of the curve. It's an exhausting prospect for many small business owners who never expected the complexities that come with being on their own. We call this **The Transaction Trap™**.

Small business owners cycle through The Transaction Trap every few years. They ride the wave up and, at some point, fall off because they have no foundation, no base from which to build.

Then, they start the climb all over again to scramble back up. It's the equivalent of starting a business over and over again every few years. The solution can only come from a dramatic shift in the way these small business owners run their organizations. The shift comes from building sustainable systems and processes for the critical areas of a business and escaping the trap forever. We call this **The Freedom Breakout™**.



The Freedom Breakout is not another cycle but a total escape from it. Like a prisoner escaping from his cell, the breakout is a dramatic event and a new level of operational proficiency. The impact is not only in the way the business is run, but in the way small business owners see themselves operating it. Suddenly, with a business that runs with systems, stability, and focus they can take more advantage of market transitions, leverage their time, and improve their income dramatically.

At Tri-Oak Consulting, we employ a unique process called The InSource COO™ to help our clients simplify, improve, and grow their business.