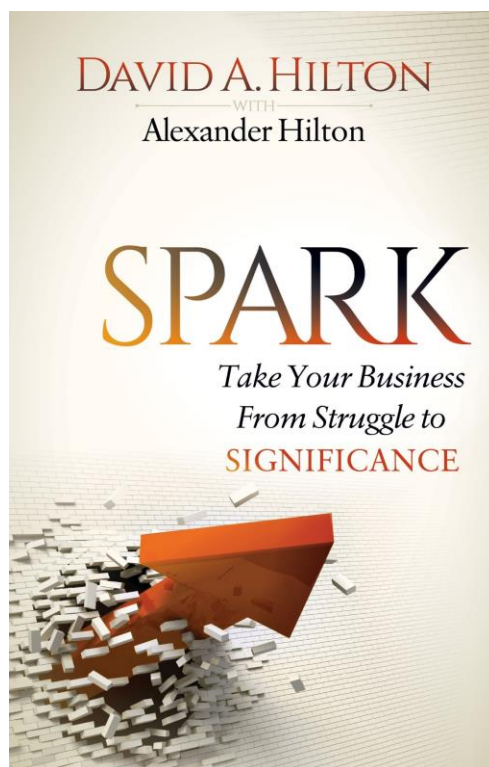


# The “Spark” Workbook

---



**Strategic Vision Business Development Corporation**  
**©2016**

Dear Reader,

Thank you for your interest in this book. I hope you enjoyed reading the story of Jack.

His story is a compilation of my experience as a business owner, and those experiences of my coaching clients I have had the privilege to work with over many years. It contains valuable business principles and lessons learned “the hard way”, in addition to years of education.

This study guide is presented for those of you who wish to glean the business lessons from this story. I hope that it helps you as you reach for your goals.

To your Success!

David A. Hilton

# Chapter 1: The Spark

What are the questions Jack asks of himself that cause him to rethink his job?

Find Answer - pg. 2 - 3

1.
2.
3.

What are the critical first steps Jack took before he launched his business?

Find Answer - pg. 9

1.
2.
3.

What are the three elements of self-discipline? Find Answer - pg. 11

1.
2.
3.

What are the five secrets to strategic vision of a successful business owner?

Find Answer - pg. 11

1.
2.
3.
4.
5.

## Chapter 2: Friends of Old

What are the three important steps Jack took before he quit his job?

Find Answer - pg. 13

1.
2.
3.

How did Jack's friends respond when he announced he was starting a business? Did any of their comments help?

Find Answer - pg. 15

1.
2.
3.

Jack broke an expensive window but what mistake was he making that was more costly? Find Answer - pg. 21

1.
----

## Chapter 3: A Wise Man and Hard Lessons

Why do most businesses fail? Find Answer - pg. 25

1.
----

What five features make for a strong goal? Find Answer - pg. 26

1.
----

2.
----

3.
----

4.
----

5.
----

As the business grows, employees are delegated responsibilities and the corresponding accountability. Why is delegation critical to growing a business?

Find Answer - pg. 27

1.
----

List the four traits of every highly successful business. . Find Answer - pg. 29 - 32

1.
----

2.
----

3.
----

4.
----

# Chapter 4: Metamorphosis

What is the fastest way to grow a small business profitably?

Find Answer - pg. 36

1.

Why is hiring the right person so important?

Find Answer - pg. 37

1.

List four guidelines to hiring right.

Find Answer - pg. 37 - 38

1.

2.

3.

4.

What is meant by the 3X3 rule?

Find Answer - pg. 38

1.

What is the difference between delegation and abdication?

Find Answer - pg. 47

1.

## Chapter 5: Anger and Acceptance

What was the first position Jack hired for? Why was it a smart choice?

Find Answer - pg. 48

1.
2.

What are the four primary factors that destroy team spirit?

Find Answer - pg. 53

1.
2.
3.
4.

Write down the 12 different roles of a Manager and a Leader.

Find Answer – see table on page 56

Manager	Leader

# Chapter 5: Anger and Acceptance – Continued

Write down the 12 different roles of a Manager and a Leader - Continued.

Manager	Leader

What are the five steps to Employee engagement? **Find Answer - pg. 58**

1.	
2.	
3.	
4.	
5.	

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Chapter 6: The Team

What are some of the forces that can challenge the ability of the team of function?

Find Answer, chapter wide – multiple answers apply.

1.
2.
3.
4.

What can be done to get control of your time and the demands on you?

Find Answer - pg. 67

1.
2.
3.
4.

What three steps help you spend more time leveraging your strengths and make you happier? Find Answer - pg. 70

1.
2.
3.

## Chapter 6: The Team – Continued

List the action step for each of the five qualities of a winning team. Find Answer - see table on pg.71 – 74

Quality	Action step
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Chapter 7: The Miscreant Adolescent

What are five things a supervisor (Tommy) can do to help resolve conflict between employees? **Find Answer - pg. 82**

1.
2.
3.
4.
5.

Jack let pride and greed compromise his own ethics. He lost the respect and trust of good employees and nearly crashed his company. List some of the lessons Jack learned that resonate with you. **Find Answer - pg. 92 – 95, multiple answers may apply.**

1.
2.
3.
4.

Notes: \_\_\_\_\_

---

---

## Chapter 8: On My Own

In your own words explain the difference between a “happy” employee and an “engaged” employee? **Answer inferred throughout the chapter.**

1.
----

Describe three non-monetary strategies for keeping employees focused and dedicated to the goals of the company. . **Find Answer - pg. 99 - 100**

1.
2.
3.

Jack hired an intern, Alec, who did not fit into the culture (expectations of behavior) of the team. What did Jack do wrong when hiring Alec? **Find Answer - pg. 102 – 109 and Chapter 10, pg. 115 – 123**

1.
2.
3.
4.

## Chapter 9: The Basics

Jack has immersed himself in the day to day work problems of the business. What is wrong with that? **Find Answer - pg. 110**

1.

What part of business was he ignoring and not planning for? **Find Answer - pg. 110**

1.

How does a company benefit from having a marketing strategy? **Find Answer - pg. 110**

1.

Describe the three elements of marketing. **Find Answer - pg. 111**

1.

2.

3.

Notes: \_\_\_\_\_

\_\_\_\_\_

# Chapter 10: Fallout

Jack faced a tremendous mishap on the Corro construction site. Despite this, what did he do right to fix the wrong? **Find Answer - pg. 126 - 127**

1.
----

What is the most important lesson Jack learned from the setback? **Find Answer - pg. 128**

1.
----

List four ways to stay positive in the midst of failure. **Find Answer - pg. 129**

1.
----

2.
----

3.
----

4.
----

Jack realized, to turn his situation around, he needed everyone to be engaged. That meant he needed to improve the corporate culture. In your words, define corporate culture.

1.
----

## Chapter 10: Fallout - continued

What are seven primary questions help identify corporate culture? **Find Answer - pg. 132**

1.
2.
3.
4.
5.
6.
7.

Once Jack defined his corporate culture, what steps did he identify would be necessary to implement his plan? **Find Answer - pg. 133 - 134**

1.
2.
3.
4.
5.
6.

# Chapter 11: Changes

Now that Jack outlined the steps to implement a change in the corporate culture, what specific actions did he take? **Find Answer - pg. 140-150**

1.
2.
3.
4.
5.

Everett did not buy in to Jack's proposed changes, but thought about quitting instead. How did Jack turn that around? **Find Answer - pg. 146**

1.
----

Like Everett, Alec also did not buy in to Jack's proposed changes but for different reasons. How did Jack approach that? ? **Find Answer - pg. 148 - 149**

1.
----

**Remember...Hiring and keeping the right people is critical to the success of your business.**



## Chapter 12: Firefly

The first part of Chapter 12 continues to discuss the affect that Alec had on others. While everyone felt Alec was haughty and disrespectful, each person was unaware that others shared the same opinion. In your own words, how can good corporate culture encourage communication without declining into gossip?

1.
2.

The chapter title is Firefly which symbolizes intellectual enlightenment. In this chapter Jack learned from his management mistakes. What three elements did he realize should be in place before any project is started? **Find Answer - pg. 161**

1.
2.
3.

What management tips did Jack give to Kurt about dealing with difficult employee issues? **Find Answer - pg. 163 – 164**

1.
2.
3.
4.
5.

## Chapter 13: Identity

By focusing on developing work crews what part of the company team did Jack ignore? What were the consequences? **Find Answer - pg. 169 – 170**

1.
2.

Paying for a full time marketer was not possible and the company needed work immediately. Lisa and Erin were helpful but need direction. Summarize the basic steps to a marketing plan. **Find Answer - pg. 170 – 173**

1.
2.
3.
4.

## Chapter 14: On the Road

### Chapter Summary:

Jack finally learned how to work with and through his employees to grow the business. He empowered them, provided them with coaching and feedback on their progress. While the company needs his leadership, it is not dependent on him alone. He realized he is solidly on the road to achieving his dream.

**Notes:**

[illegible]



David Hilton M.Ed., MBA  
800 Main St, Suite 196  
Holden, MA 01520  
[dhilton@StrategicVisionOnline.com](mailto:dhilton@StrategicVisionOnline.com)