



OPERATION VERVE

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From To Do to Ta Da! Make Scaling Look Easy

Running a small business without clear processes is like juggling flaming torches on a unicycle. Impressive at the circus, but running your business shouldn't feel like a death-defying stunt. Too many owners rely on memory and constant presence just to keep things moving, a path that's unsustainable for growth and impossible for scaling.

Strong processes are the stage crew behind the scenes, freeing your time, preventing fires, and keeping the show running whether you're there or not. As Brian Logue said, "If you're too busy to build good systems, you'll always be busy." The reality is, 82% of business owners burn out, and most fast-growing businesses fail to sustain without the right systems. Your business should be a production that runs smoothly, not a high-wire act.

Why this talk matters

- ✓ Feeling drained by constant firefighting makes growth slip out of reach
- ✓ Hearing your team repeat the same questions costs twice: in wages and lost progress
- ✓ Watching opportunities disappear shows a lack of structure to duplicate what works and scale revenue
- ✓ Seeing tasks done five different ways erodes trust and creates costly rework
- ✓ Sensing the weight of everything resting on your shoulders stalls expansion and drags down profit

In this presentation you will learn how to:

- ✓ Swap firefighting for systems that protect profit and keep operations running smoothly
- ✓ Capture your knowledge in clear processes so your team can work independently and productively
- ✓ Turn growth opportunities into repeatable operations that scale revenue
- ✓ Standardise tasks and use simple tools to cut mistakes, reduce interruptions, and save time
- ✓ Build a culture of confidence and engagement so morale lifts and turnover costs drop while you focus on strategy

What to expect

This isn't a dry lecture. It's a hands-on, interactive talk where you'll map a process, swap real-life stories with other business owners, and walk away with practical steps you can apply immediately. Expect fun energy, good humour, and real world tools you'll actually use.

About the Speaker

Kerry Anne Nelson

I started in business selling vacuum cleaners door to door, and yes, it was every bit as unglamorous as it sounds.

Later, I built an e-commerce store for spare parts, which wasn't much better! After the sudden loss of my husband and business partner, I had to rebuild both my life and my business.

Despite turning over \$1 million a year, inefficiencies drained every cent, so I transformed that company into what I call my Freedom Machine.

Now, I help leaders replace overwhelm with simple systems that scale sustainably.



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