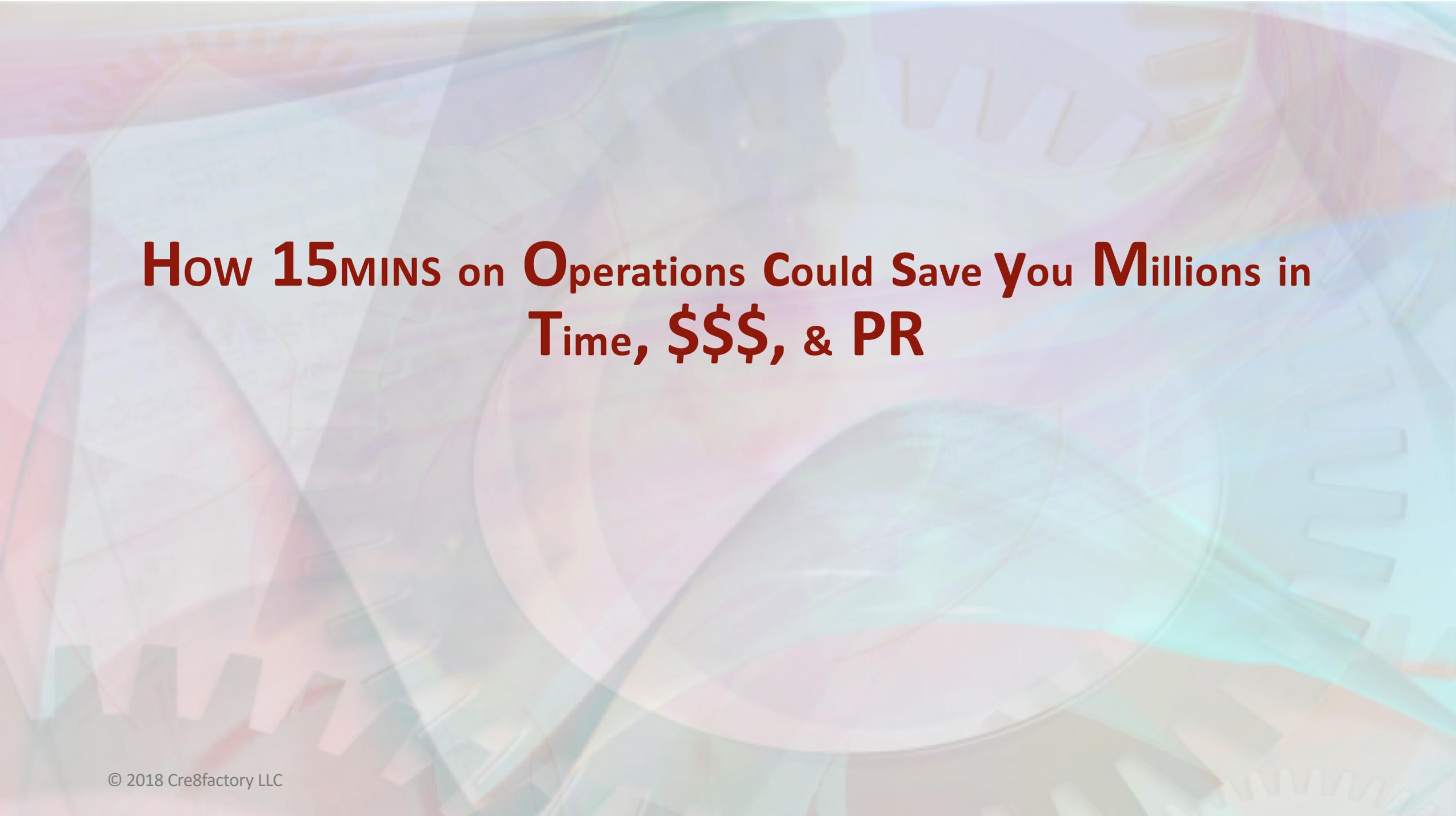




# **Cre8factory LLC**

*Operations Redefined*



**How 15MINS on Operations Could Save you Millions in  
Time, \$\$\$, & PR**

# Patricia de la Mota



## Strategic Operations Officer

Highly intuitive strategist & producer helping C-level execs generate, navigate, and streamline vital information, bright ideas, pertinent regulations, and effective processes for maximum growth with minimal fallout.

[www.linkedin.com/in/cre8factory](http://www.linkedin.com/in/cre8factory).

# operations: NO ONE G.A.F.



Entry-level barely tolerated admin assistants  
Managers (Operations Managers, Business Managers)  
Highly paid and respected COOs



# WHY YOU SHOULD CARE ANYWAY

The solopreneur, enterprise CEO, executives and managers in organizations of any size all have this in common:

**The need to materialize a vision from concept to deliverability, and ultimately, profitability.**

**3 ways to get this done...**

# 3 WAYS TO GO ABOUT BUSINESS

## **A) with sufficient foresight and willingness towards smart action and inaction**

- The goal is aligned with the company's mission, defensible with hard data, agreed upon, and the team pulls together like a mostly well-oiled machine to get things done without sacrificing personal health, safety, or a misuse of funds. This is rare.

## **B) dangerously or haphazardly and naively, wasting a great deal of time, money, and personal energy**

- At B's worst, marriages and friendships dissolve, suicides or murders happen or are threatened, stress-induced illness crashes production, in-fighting rules the culture, legal fees needlessly spike, social media goes afire in all the wrong ways, firings or layoffs ensue, revenue tanks, and profits plummet leading to more of the above and other nightmares. We have all at least read about this.

## **C) some combination of A & B, leaning significantly and needlessly towards B**

- At C's best, there's a whole lot of lost time and overindulgence both in pursuit of the goal and to deal with the stress—not healthy for body or bank account. This is all too common.

*Option A wins.*

# DEFINITION: OPERATIONS

“The manifestation of someone or something **OPERATING**.  
Comes from the word ‘Operate.’”

# DEFINITION: OPERATE

“To bring about, effect, or produce, as by action or the exertion of force or influence.” (Source: [Dictionary.com](https://www.dictionary.com))

So “Operations” is how an entity is bringing about, effecting, or producing anything in the physical universe.

# DEFINITION: OPERATIONS MANAGEMENT

The analysis and execution of end-to-end actions in pursuit of a goal.

Analysis and strategic guidance and execution in the determination and direction of failure or success.

Adoption of the skyscraper view and inspection of the details of what, why, and how an individual and team chooses, produces, demands, delivers, and influences within and from a designated role.

# GOOD SENSE DRIVERS

Obviously there is no magic wand. It takes:

- a clear and impartial vision
- ability to see the various layers and the potential meanings and value in each
- ability to separate the important from the trivial based on hard information, pattern isolation and prediction
- ability to determine hard information vs opinion
- ability to guide and to be guided while maintaining one's ground
- sufficient organization, dedication, willingness, intuition—and no matter what, making things go right, persisting until they do.

# Famous Operations Fails

## Engineering catastrophes

### Space Shuttle Challenger Disaster – January 28, 1986

“Even the original putty had persistent sealing problems, and after it was replaced by another putty that also contained asbestos, the higher level of breaches was connected not to the putty itself, but to a new test procedure being used. ‘We discovered that it was this leak check which was a likely cause of the dangerous bubbles in the putty that I had heard about,’ wrote physicist Richard Feynman, a member of the Challenger investigation board.” (source: [Info Pollution](#))



# Famous Operations Fails

## Another engineering catastrophe

American Airlines Flight 191 at Chicago O'Hare airport – May 25, 1979

- Engine separation due to negligent maintenance procedure & all the communications breakdowns (structural and organizational) on either end of that. Had a pivotal decision as to maintenance procedure been checked and changed along the way, this would not have happened. (source: [Wikipedia](#))



# More Operations Fails

## Data breaches

- Could be avoided by determining & enforcing strict data security policies, & ensuring all access points are impenetrable...and that includes the people entrusted with the data.
  - Yahoo
    - 2013-2014, multiple breaches involving all 3 billion accounts; reported in 2016 and 2017. (source: [Wired](#))
  - Equifax
    - 2017: 145 million people. (source: [Wired](#))
  - Facebook
    - 87 million users (source [The Guardian](#))
  - Grindr
    - 3.6 million daily users who on average spend more time there than average users of FB, Tumblr, IG, Tindr. (source: [Buzzfeed](#), [Forbes](#))

# MORE Operations fails

## **ICOs not locally or globally compliant**

- SEC crackdowns

## **Corporate sabotage**

- Weak hiring, firing, and security policies
- Culture that permits gossip

## **Loss of Intellectual Property**

- Misestimated importances of IP law and its application
- Misestimated deadlines
- Bad contact information for key players

## **Low employee morale leading to bad attitudes, high turnover, or destruction**

- No or poor rewards policy

## **Costly mistakes**

- Live Anthrax sent in the mail
- Keeping horses tied up during wildfires
- Setting only 3 alarm clocks instead of 4, being super jet-lagged, and sleeping through a billion-dollar meeting.

## **Loss from preventable effects of natural disaster**

- No or insufficient preparedness policies.

# and MORE Operations fails

**Insufficient budgeting of time and money**

**Marketing timelines don't align with technology or production timelines**

**Marketing sells something other than Product**

**Amazing product insufficiently marketed**

**Mass Shooter & Other Terrorism Strikes**

**Omg it goes on....**

# Cre8factory Operations

Know what your goal looks, smells, feels like.

Ask the right questions.

Get pertinent answers.

Snuff out the lies and bad decisions before they can do damage.

Communicate the right things to the right people.

Act.

Reach your goal.

# Cre8factory Operations

## **Know what your goal looks, smells, feels like.**

Hindsight is 20/20. Put yourself up in time where whatever can happen has already happened; live in it as much as possible. Put your viewpoint THERE and look back on today and take note of how you arrived *there*.

## **Ask the right questions.**

The right questions, when answered honestly, PROFITABLY move you forward from here and now towards that goal; that's how you prioritize the questions.

## **Get pertinent answers.**

They're pertinent because they directly influence success or failure, long-term or short-term. Prioritize these answers; they'll influence what's next. Snuff out the lies and bad decisions before they can do damage.

## **Act.**

Let the above guide you. Communicate the right things to the right people. Put into action those efforts with the best chance of success and the least risk considering what's at stake and what's available.

## **Reach your goal.**

Try not to gloat when you get there.

# PARTING THOUGHT

*A woodsman was once asked, "What would you do if you had just five minutes to chop down a tree?"*

*He answered, "I would spend the first two and a half minutes sharpening my axe."*

**Time and money wisely spent now is time and money saved later.**

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