Description

Welcome To Business Systematization

This course provides a comprehensive framework for creating, implementing, and managing business systems. Participants will learn how to assess current processes, design organizational charts, link processes to roles, and develop four key business systems to ensure operational efficiency and scalability.

Course Objectives

By the end of this course, participants will be able to:

- Define and implement business systems for organizational success.
- Utilize Touchstone tools for processing documentation and systematization.
- Develop organizational charts and job descriptions linked to processes.
- Create and integrate four key functions: Guiding the Business, Getting the Business, Doing the Business, and Business Running.

Requirements

Register with Louisiana Secretary of State & Louisiana Economic Development (LED), access to Touchstone Business Solutions platform, computer with internet connectivity, mobile phone, and a commitment to doing the work and staying engaged over the six weeks (10/12).

Meeting Times

Weekly sessions: [Tuesday & Thursday, 6:00 pm – 8:15 pm]
Location: [Online – Zoom Link]

Instructor Contact Information

Phone: (318) 349-8647
Email: info@intellectualcdc.com
Office Hours: Wednesday's Only (6:00pm -8:15pm)
*Course Leader/Facilitator(s): *Omar Aziz, Michael Mills and Shannon Brodie

Week #	Session/Day	Achievement-Based Objectives (ABOs)
1 **VISION**	I. Tues, Jan 20 2026 6:00 - 8:15 PM	Introduction to Business Systemization • Complete a Business Systematization Assessment Tool (BSAT) • Complete an Entrepreneur Mindset Profile (EMP) • Business Systematization Checklist (BSC) • Explore/discuss we need systems and who will create them?
	II. Thurs. Jan 22, 2026 6:00 - 8:15 PM	**Document the VISION you have for your business in 3-5 years**
2 **ORG. CHART**	III. Tues, Jan 27, 2026 6:00 - 8:15 PM	Introduction to Touchstone Business Systems • Conducted an analysis of current business processes. • Develop a roadmap for future system implementation. Setup Your New Touchstone Account • Log in and configure a Touchstone account • create at least one process template within the platform. • Customize account branding to align with company identity. • Apply consistent visual and naming conventions across processes • Branding Your New Touchstone Account
	IV. Thurs. Jan 29, 2026 6:00 - 8:15 PM	**Create the ORGANIZATION CHART of that future business** Draft job descriptions linked to roles in the chart.
3 **PROCESS ID**	V. Tues. Feb. 03, 2026 6:00 - 8:15 PM	Introduction to The Four Key Function • Guiding the business • Doing the business • Getting business • Running the business
	Thur. Feb 05, 2026 6:00 - 8:15 PM	**Identify all the PROCESSES in your 4 key functions**

"You've moved from vision → structure → systems thinking."

Confusion at this stage is not failure. It's evidence that you are finally seeing the whole business.

You now have real business assets.
- ✅ Business Vision (3–5-year document)
- ✅ Future Organization Chart
- ✅ Draft Job Roles tied to functions
- ✅ Four Key Functions Process List
- ✅ EMP / BNA reflection summary

> *At this point, you are no longer just operating a business. You are designing one.*
>
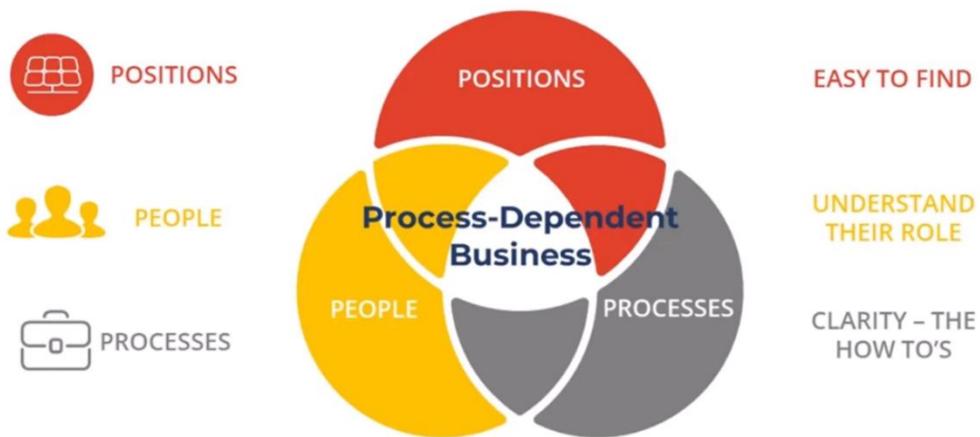> *You've crossed the line from hustle to structure—from effort to intention.*

Week	Day/Session	Achievement-Based Objectives (ABOs)	
4	Feb 10, 2026 6:00 - 8:15 PM	Link: Processes To Positions on The Org Chart	*Assign* documented processes to specific roles. *Validate* process-role alignment for operational clarity.
	Feb 12, 2026 6:00 - 8:15 PM Week of Mardi Gras No Class (17, 19)	Link: The Four Key Business Systems & Functions Overview	*Describe* the four key systems: Guiding, Getting, Doing, Running. *Map* each system to relevant business functions.
5	Feb 24, 2026 6:00 - 8:00 PM	Write, Train, Repeat: Guiding The Business	*Develop* processes for leadership, vision, and strategic planning. *Identify* KPIs for guiding system effectiveness.
	Feb 26, 2026 6:00 - 8:00 PM	Getting The Business	*Create* workflows for marketing, sales, and client acquisition. *Establish* metrics for lead generation and conversion.
6	Mar 03, 2026 6:00 PM - 8:00 PM	Doing The Business Running The Business	*Document* operational processes for product/service delivery. *Implement* quality control measures within workflows.
	*Mar 05, 2026 6:00 PM - 8:00 PM	& Systems Presentations (GITEMM) & Celebration	*Integrate* financial, HR, and administrative systems into operations. *Prepare* and *deliver* a systems presentation using GITEMM framework.

*Final Presentations & Graduation/Celebration
Presented a complete organizational system map with linked processes.
Reflected on systematization benefits and next steps for implementation.