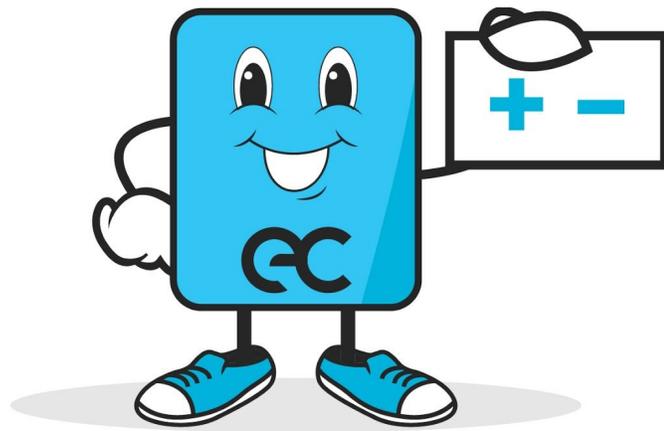


# Using the 4 P's To manage change



entry**counts**.com

# About Entry Counts

We work with accounting firms and businesses who want to change systems, we specialise in Xero.

Our clients include accounting firms, freelancers, sole practitioners and medium sized businesses.

We either do the work or we make a recommendation about what apps are available, who can help and who we have worked with and are confident in recommending.

What we noticed over our years of experience is, that people are right at the heart of these changes, and they are ultimately the most important piece of the puzzle.

So we have a huge focus on making sure our customers and thier people are on the right path and that thier mindset is optimised, committed and focused.

# What are the 4 P's?

When we choose to change technology for our business, we often do not know where to start or where it will end, if it ever does.

The 4 P's is a decision framework to help you when changing business technology.

This framework will help you ensure you consider the impact of all the decisions you make, so you achieve your desired outcomes.

For example, choosing a **platform** for your business, such as Xero, will have an affect on the **product** you offer as your clients will see the end result, to maximise it's efficiency you need optimal **processes** and those processes are only as valuable as the mindset of the **people** who use it.

Welcome to the 4 P's.

[Here is a recent blog about the 4 P's.](#)

# How do I use the 4 P's?

Good question. You have two options.

## Option 1

Number 1, is you can always engage a professional consultant.

There are many ways to find the right consultant for your industry, such as networks, business groups, local communities and social media groups.

What you will (should) get from a professional consultant, are results based outcomes.

A good consultant will sit with you can say "I guarantee that if you use this platform, follow these procedures, you will receive these outcomes"

For example, when I do an implementation for an accounting firm, I provide them a "time saving guide". This guide lists out around 6 tasks and how long each one will take once they use my systems. All they have to do is multiply the number of times they do that task in a period and compare it to their current times.

EG - they do 200 sets of financial statements for trusts each year, currently takes around 15-20 minutes. Once they have my system, it is cut down to 3 minutes.

This is obviously a cost to the business, and that cost will increase with size and complexity or the project.

Or maybe it is not a cost but an investment?

You see how mindset can change things? If you see it as an investment, you believe that there are long term economic benefits, which is what you actually want.

## Option 2

You can do it yourself.

This is the only option for some businesses, as the cost can be a barrier.

Plus some like to be in control of the process.

Also, it can be hard to see a consultants value in some situations, as some businesses are very unique, especially start-ups.

Another problem is that many software companies sell the product (platform) in a way that makes you believe that you can do it all yourself. Most cloud software businesses want to build a “scalable model” in which they want more customers, with a lower customer acquisition cost and a lower cost to serve. These objectives are often at the expense of the customer.

If you do it yourself, the outcomes will vary.

You may task a staff member with this project and that could result in valuable insights, valuable experience, growth in confidence and emergence of new products.

However, it can also result in inefficient processes, lack of utility, information asymmetry and a poor return on investment.

So it is often a tough decision.

***Either way, the 4 P's will help you.***

# So what are the 4 P's

Remember what we are trying to achieve.

We want a new platform that will help us achieve our goals.

Classic example, an accounting firm moving to Xero in order to maximise efficiency with time saving and eventually move into some more value added services.

The 4 P's are:

1. Product
2. Platform
3. Processes
4. People

**The 4 are ALL related and each decision will affect at least one of the others.**

Take a look at the 4 P's below:

<p><b>1 - Product</b></p> <p>This is what you sell to your customers</p> <p>I will be affected greatly by all the other three P's</p> <p>So though ALWAYSs needs to come back here, as your customers are KINGS</p> <p>Choosing Xero means that the customer will end up seeing the reports, such as tax returns and financial statements. They may also be delivered via Xero HQ.</p>	<p><b>2 - Platform</b></p> <p>This is what you use to deliver your product</p> <p>Businesses vary, so platforms come in all shapes and sizes.</p> <p>Examples are:  Accounting software  POS systems  Customer relationship management  Student management  Learning management  Human resources</p>
<p><b>3 - Processes</b></p> <p>Once point 1 and 2 are decided on, then point 3 and 4 are considered.</p> <p>The thing about choosing a platform is, you need to right processes around that platform.</p> <p>Process examples are  Operations manuals  Checklists  Security checks  Data analysis</p> <p>When creating these processes, you need to consider the people who are going to use it.</p>	<p><b>4 - People</b></p> <p>So once again, after point 1 and 2 are finalised, point 3 and 4 are considered.</p> <p>The value in all of this, can hang on the people who use the processes in the platform, to get the products to the customer.</p> <p>This is often the biggest challenge of this change, as people are usually the most complex and unpredictable of all the 4 P's.</p>