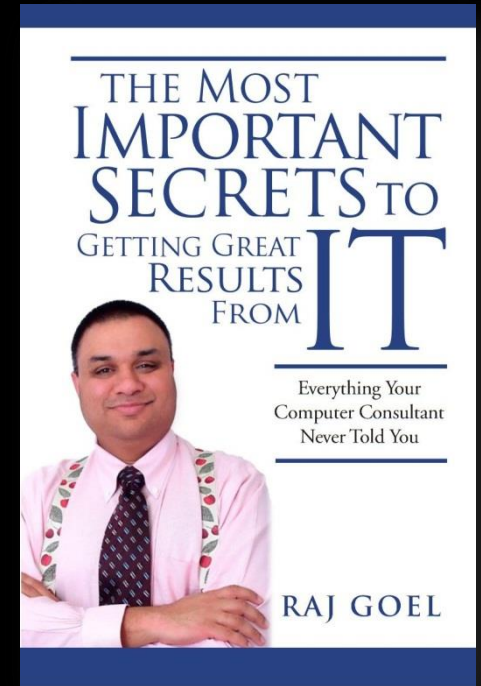


Building and Using SOPs

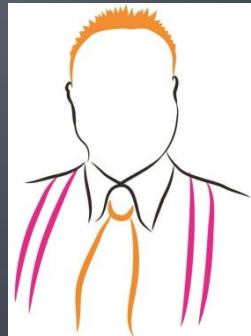


Raj Goel, CISSP

Why SOPs?

“When I say that the company’s prosperity rests on such things as our sixty-six-steps-to-clean-a-room manual, I’m not exaggerating,”
J.W. Marriott Junior

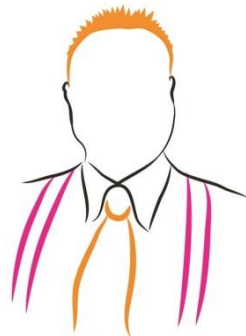
<http://www.economist.com/news/christmas-specials/21591743-be-my-guest>



What is a SOP?

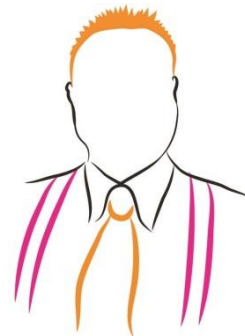
- Standard Operating Procedure
- It's how you do something repeatedly, without deviation or failure

“How you do anything is how you do everything” – Harv Eckert



What is an SOP?

- SOP - Standard Operating Procedure
- It's how you do something repeatedly, without deviation or failure
 - Any changes or updated are reflected in an updated SOP
- No great brand thrives without building SOPs



SOP Template

SAMPLE SOP

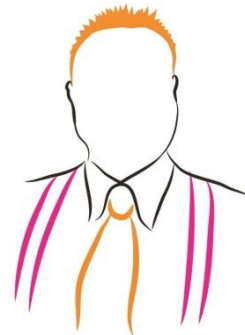
Purpose: This is how we document repeatable, reproducible processes

Audience: Brainlink Technical and Marketing Employees

Step#	Description	Screenshot

Stay tuned till the end to get your free SOP template.

Attend Robin Robin's bootcamp to get a collection of Brainlink's MARKETING SOPs.



SOP Example



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Author

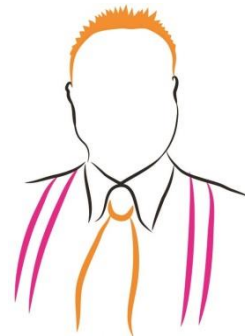
Last Updated at 2/16/2014 11:15 PM by Raj

<CLIENT>

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Step	Description	Screenshot
1.		
2.		
3.		
4.		
5.		
6.		
7.		

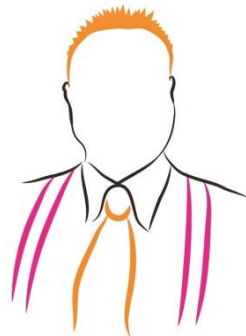
- Brainlink's SOP template



SOP - How To Create A Project Plan In Connectwise

- 10 steps, 4 Pages
- Trains every ConnectWise user in creating a new PROJECT Plan
- Get it from

www.Brainlink.com/2014/02/raj-gives-back/



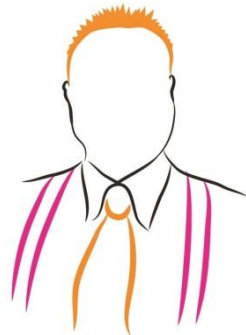
Resources

Sample SOP Template

Bootcamp Bonus:

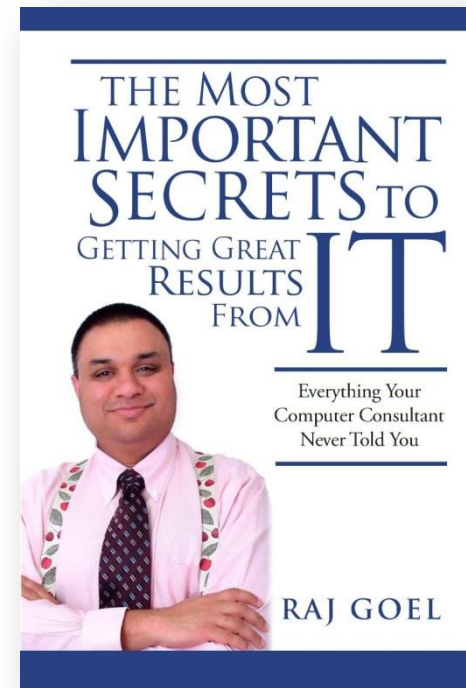
Brainlink's 2013/2014 Marketing SOPs

(you must signup by May 5th)



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