

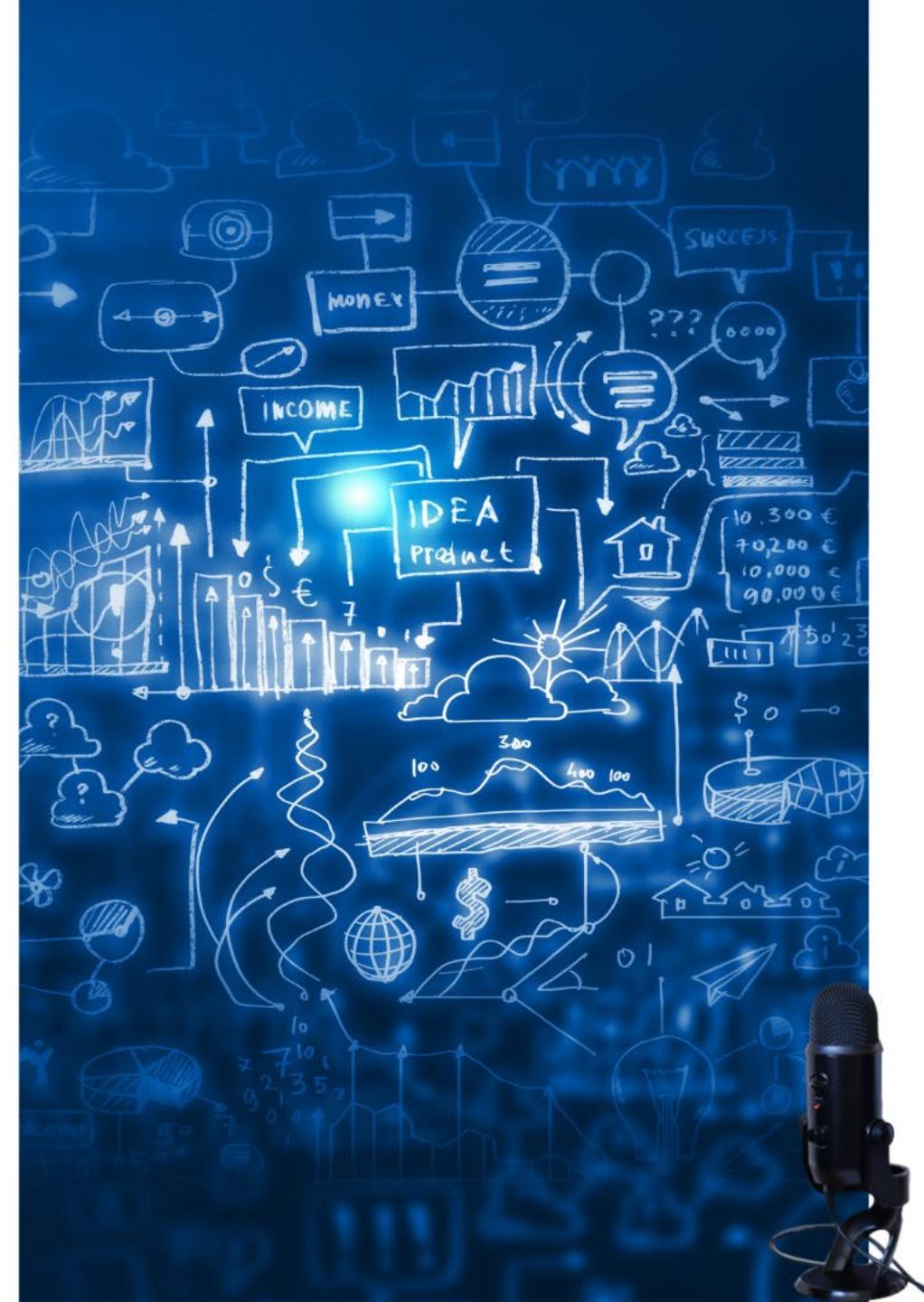
BEST PRACTICES WEBINAR

PLANNING FOR A SUCCESSFUL 2026



In This Seminar

- Introductions
- The Hubbard Management System
- What Makes Plans Work
- Difference Between Plans & Programs
- Maxims of Programming
- Your Questions



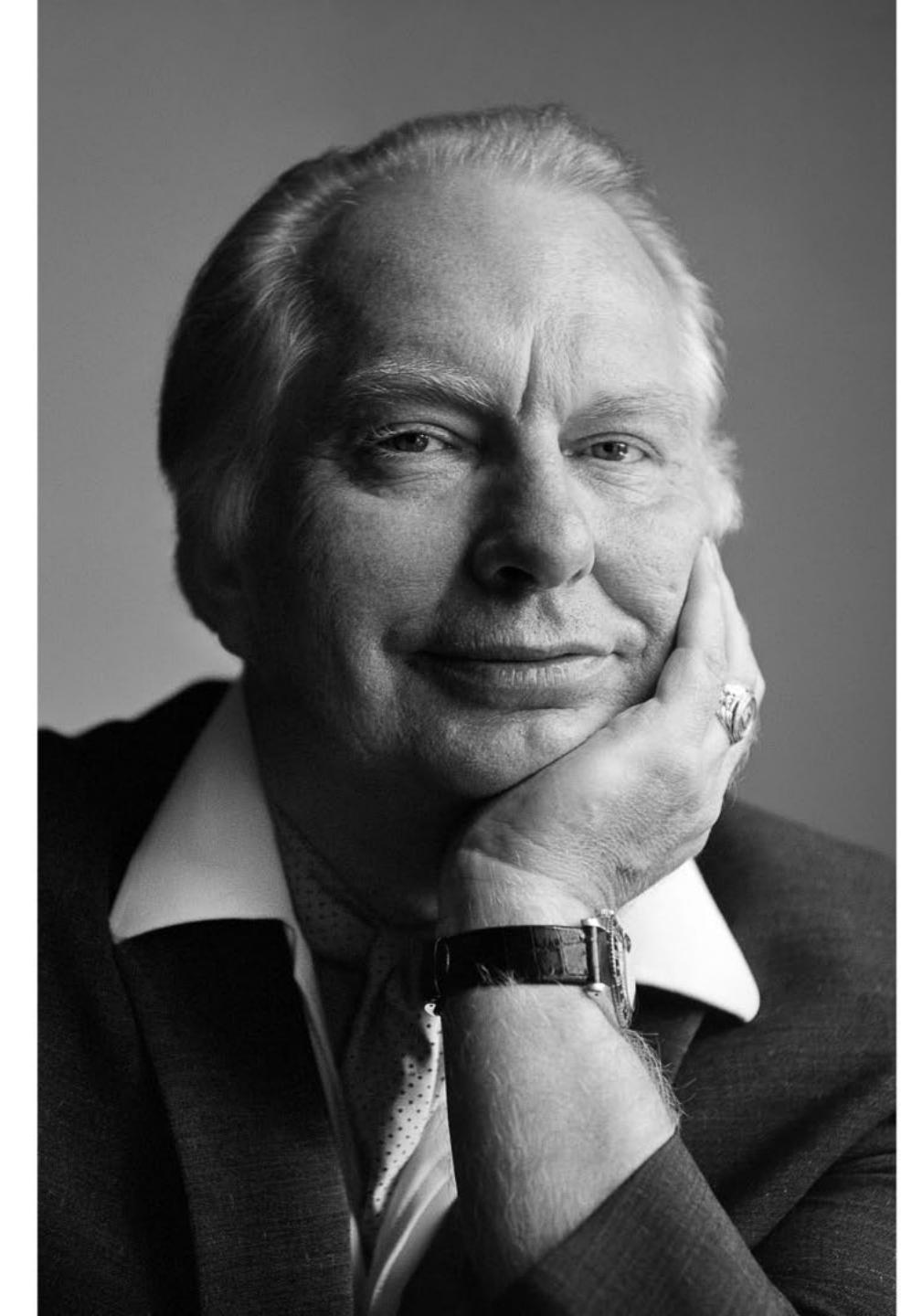
Jim Kahrs

- 38+ Years in Business Systems
- Started Prosperity Plus in 2001
- Achieve Your Goals by Improving Profit, Cash Flow & Growth
- M&A, Succession Planning
- Marketing Programs
- Consulting based on Experience + highly successful Hubbard® Management System & Value Builder System®



Hubbard Management System

- Created by L. Ron Hubbard
- *Dianetics* Author
- Founder, Church of Scientology
- Created Narconon, Criminon, Applied Scholastics, Volunteer Ministers
- Created one of the largest documented management tech in existence. Outlined in many courses, books, recorded lectures



What Makes Plans Work

Ever notice two organizations may have the same plan, yet get different results?

Or how about two sales reps with the same plan and they get widely different results?

Rarely Ever a Lack of “Great Ideas”

- These Ideas Seem to Surround Us
- They Come From Vendors
- They Come From Your Staff
- They Come From Your Customers

- How do you separate the wheat from the chaff?



Plans & Programs Are Different

Plan

Short-range, broad intentions for the handling of a broad area to:

- remedy it;
- expand it; or
- to obstruct or impede an opposition to expansion

A plan is usually based on observation of potentials and expresses a bright idea of how to use them.

Program

“A series of steps in sequence to carry out a plan.”

Source:
Hubbard Management System

MAXIMS of Programming

- A maxim is a concisely expressed principal or rule of conduct, or a statement of a general truth (*measure twice, cut once*).
- In the policy letter “*Programming*”, Mr. Hubbard outlined a series of maxims applicable to programs.
- This policy letter was written in 1959, yet it is just as applicable today as it was then.

MAXIMS

- **Maxim One** - any idea no matter if badly executed is better than no idea at all.
- **Maxim Two** - a program to be effective must be executed.
- **Maxim Three** - a program put into action requires guidance.
- **Maxim Four** - a program running without guidance will fail and is better left undone. If you haven't got the time to guide it, don't do it; put more steam behind existing programs because it will flop.

MAXIMS

- **Maxim Five** - any program requires some finance. Get the finance into sight before you start to fire, or have a very solid guarantee that the program will produce finance before you execute it.
- **Maxim Six** – a program requires attention from somebody. An unattended program that is everybody's child will become a juvenile delinquent.
- **Maxim Seven** – The best program is the one that will reach the greatest number of dynamics and will do the greatest good on the greatest number of dynamics. And that my people who want to become victims of going broke, includes dynamic one as well as dynamic four.

Dynamic One:

The urge to survive as one's self.

Dynamic Four:

The urge toward survival through all Mankind and as all Mankind.

MAXIMS

- **Maxim Eight** – programs must support themselves financially.
- **Maxim Nine** – programs must ACCUMULATE interest and bring in other assistance by virtue of the program interest alone or they will never grow.
- **Maxim Ten** – a program is a bad program if it detracts from programs which are already proving successful or distracts staff people or associates from work they are already doing that is adding up to successful execution of other programs.

MAXIMS

- **Maxim Eleven** – Never spend more on a program than the income from one person signing up can repay.
- **Maxim Twelve** – Never permit a new program to inhibit the success of a routine one or injure its income.

In Summary

- Consider the areas you want to handle
- Create plans to address them
- Turn plans into well-conceived programs
- Take each program and ask yourself if it meets the list of 12 maxims
- If so, move forward
- If not, fix it or drop it!



Next One: 2.19.26



BEST PRACTICES WEBINAR PLANNING YOUR END GAME: EXIT STRATEGIES DONE RIGHT



PROSPERITY PLUS





QUESTIONS?

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