



one page summary



speaker

**James
Vickery**

title

How to become a hands-free MSP

Who's the speaker?

James Vickery, our speaker for this session is one of the most respected leaders in the MSP industry. James Vickery is an author, a podcast host, and the CEO of Benchmark 365. James uses his deep expertise in the IT field to help MSPs scale and maximize their profitability.

The core idea

The core takeaway from this session is to equip you with strategies and methods to scale your MSP gracefully and profitably.

The breakdown

Now, let's break the session down into its best bits and highlights:

- Most MSPs don't ever make it to \$1m in revenue. Even for the ones that do, often spend 15-25 years getting there. Some say they barely earn the income they'd make as a 9-5 IT admin.
- The impetus lies with you as a business owner to change how your business works when things aren't going well.
- Helping your business run independent of you is not just good for business, but can also do amazing things for your own quality of life and well-being.
- The real key to successful MSPs is a combination of 4 elements: high-performance people, high-level structured processes, actionable data, and rhythm in routine operations.
- Be it internal or outsourced teams, constant engagement, recognition and a clear goal-setting is vital to sustainably grow.
- Never confuse business process with network diagrams or documentation.

Action points:

- Start by taking a "50,000 foot-view" of the situation: identify your current limitations, opportunities from adopting ideas, and the path to building resilience by stepping away.
- Ask yourself, "am I running a business or a practice?" If you're at the centre of everything and the answer is the latter, then you need to make changes to reduce that reliance.
- Figure out what business functions you want to build internally, and what you want to outsource. Stay engaged and keep calibrating until you find your winning combination.
- Fine-tuning your process: take 1-2 hours each week to answer who you are, why you exist, who you serve, how you do things, do's and don'ts, and how you react to situations.
- Setting a rhythm: meet with a strict cadence, follow a structure of sharing updates, and discuss areas of improvement.
- Get complete clarity on your goal. Take baby steps each day. Prepare for setbacks, and keep an open mind.



Turn setbacks into comebacks,
breakdowns into breakthroughs.