What Is The Role Of The Information Systems Function In A Business?

This workbook features the pivotal role of information systems function in the business domain.

Its importance lies in its untapped potential in enhancing efficacy and competitive advantage of businesses.

The benefits include gaining insightful knowledge and practical tips on leveraging information systems for business growth and development, and using this workbook will help retain and apply those key takeaways.

"Information systems are the fulcrum on which successful business operations pivot."

REFLECTION/PERSONAL ANALYSIS

- What is the overarching role of information systems function in businesses?

- True or False: Information systems only aid in data collection and nothing else.

- What are the steps involved in implementing information systems within an organization? List in order.

- How can information systems enhance communication within an organization? Reflect on this.

- Why continuous analysis and updates are critical for maintaining system relevance?

REFLECTION/PERSONAL ANALYSIS

- What potential obstacles might businesses face when implementing information systems?

- Multiple choice: Which of the following is not a role of information systems in a business?
  - a. Enhancing communication
  - b. Aiding decision making
  - c. Boosting personal careers
  - d. Processing and storing data

- Fill in the blanks: *"Embracing information systems grants businesses a _____ advantage in their operations."*

- What are some resources you could use to better understand the application of information systems in businesses as mentioned in the article?

- How can digital transformation impact the application and usage of information systems in businesses?

REFLECTION/PERSONAL ANALYSIS

- What would you do if you were facing challenges in implementing information systems in your business?

- True or false: Information systems play a paramount role only in large corporations and not in SMEs or startups.

- Reflect on the quote *"Information systems are the fulcrum on which successful business operations pivot"*. How does this resonate with you?

- Multiple choice: Where can processed information from information systems be distributed?
  a. Various departments of the organization.
  b. Competitors.
  c. Personal email.
  d. Social media.

- Cloze Test: "Information systems empower businesses by enhancing _____, in decision making, and ____ efficiency within organizations".

REFLECTION/PERSONAL ANALYSIS

- How do you think investing in good information systems can result in financial growth?

- True or False: Implementing information systems is a one-time process with no requirement for updates.

- If the information systems fail in your organization, what steps would you take?

- What does the quote, *"Navigating the challenges of information systems deployment rewards organizations with untold efficiency,"* mean to you?

- Fill in the blanks: *"The paramount role of information systems in business cannot be _____ especially in this digital ____."*
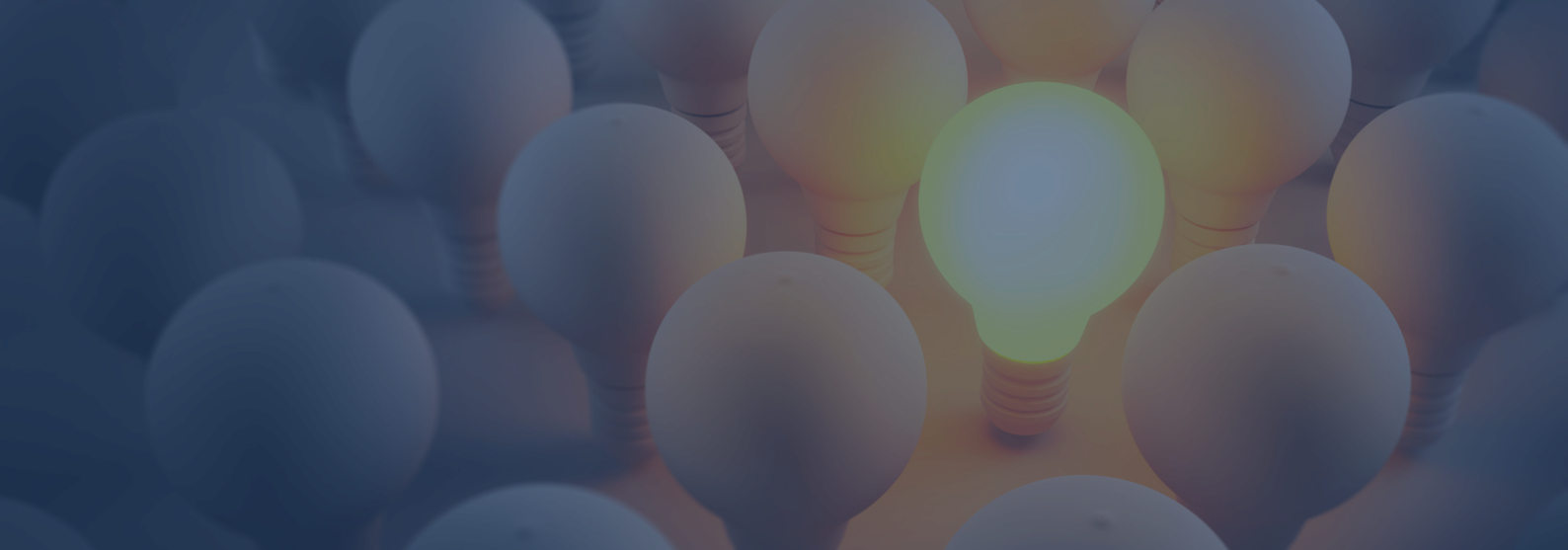
Reflect on the role of planning and managing these systems in today's digital era.

In your opinion, how could information systems be further improved for even greater utility in businesses?

List three real-life applications of information systems in businesses as suggested in the interview.

1.

2.

3.
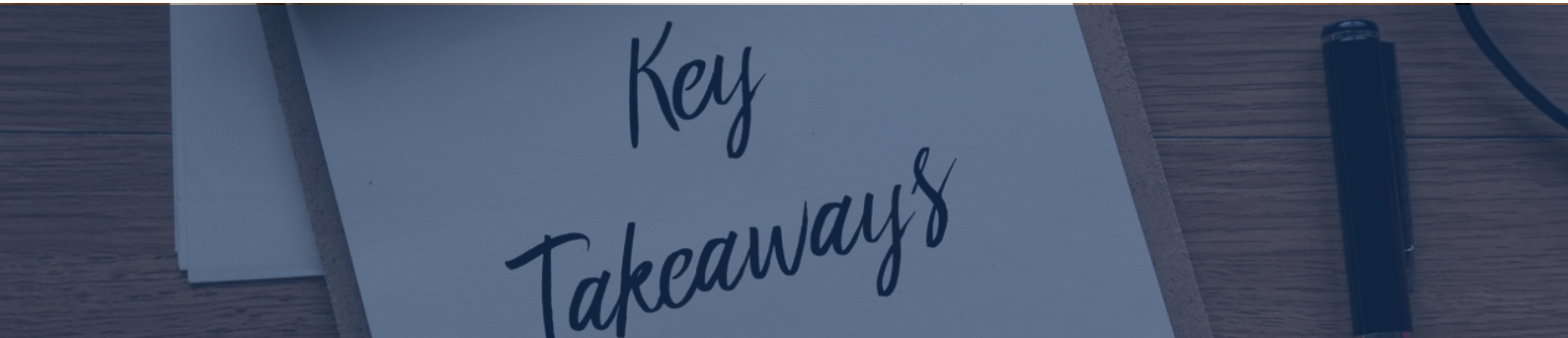
List the key steps you would undertake for implementing an information system basis the article.

1.

2.

3.

Identify two takeaway points from this article that changed your perspective about information systems.

1.

2.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.

DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA
HOST OF THE BEST BUSINESS PODCAST

Daryl Urbanski is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over $1.6 Million USD in under 8 months with a single marketing strategy.

This became $7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?
Science & Accountability.

After 400+ expert interviews & $50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.

BestBusinessCoach.ca
"Your Success Is My Success" - Daryl Urbanski

8 Critical Success Factors

1. Self-efficacy
   - Personality Traits
   - Leadership Skills
   - Personal Disciplines
2. Strategic Planning
3. Marketing Strategy
4. Market Intelligence
5. Sales Strategy & Skills
6. Money Management
7. Business Operating Systems
8. Business Intelligence

Self-Efficacy

Strategic Planning

Business Intelligence

Marketing Strategy

Business Operations

Sales Strategy and Skills

Money Management

Market Intelligence

Who is Daryl Urbanski?

Daryl Urbanski
13 hrs · 🌐 ▼

Have I ever helped you in any way? How? Can you please share? I'm curious to know what and who's out there. The more specific you are the better.

👍 Like   💬 Comment   ➤ Share

🔵 Varena Dee, Ismail Abdallah and 5 others

Jennifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful.xo
Unlike · Reply · 👍 1 · 7 hrs

Tom McGuire You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!
Like · Reply · 6 hrs

Rukstar Lorde You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.
Like · Reply · 5 hrs

Amie Loxton Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.
Like · Reply · 4 hrs

Ben Bush We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.
Like · Reply · 3 hrs

Varena Dee I just started paying attention to your postings and the one that caught my attention was if you gave someone $1,000 how would they make it grow... First time I became interested in your posting ... have a lovely day...
Like · Reply · 3 hrs

"Your Success Is My Success" - Daryl Urbanski

‹ Back (1) +1 (289) 700-1345

Text Message
Today 8:44 AM

Really appreciated your speech and table topic today.

Hello Daryl, this is Indraneel.

Love the sincerity and raw energy.

But, mostly importantly I love the undying passion you have for the betterment everyone.

I find it inspiring and is quintessential for all humans.

📷 Text Message

●●●●○ Fido LTE   9:02 PM   46% 🔋
‹ 🔍 Search

Ye-hoshua Mumba ▶ **Daryl Urbanski**
Just now · 🌐

Hey Daryl Urbanski, I just wanted to take a moment to appreciate you and express my gratitude for your life. Thank you for your selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesome Thanksgiving! All the best and thanks again.

👍 Like   💬 Comment

🔵 **Daryl Urbanski**

📷 Write a comment... 😊 **Post**

●●○○○ Fido 📶   12:54 PM   52% 🔋
‹ (7)   🟢 **Eram Saeed** ⌄
          Online   📹 📞

😐

ok gotta go meditate now catch u later

😄
                    Sent ✓

sooooo appreciate you my friend. this is my dream come true....building a profitable list

thank you!

Type a message here   😊

|	Num Credits	Sales	Credits & Returns	Monthly Total - Collected	
558	39	$87,811.00	-$4,210.00	$83,601.00	
673	70	$268,462.75	-$11,046.00	$257,416.75	
390	64	$190,206.66	-$12,916.95	$177,289.71	
646	67	$230,864.49	-$9,930.50	$220,933.99	
871	64	$118,693.18	-$8,863.99	$109,829.19	
806	38	$116,709.21	-$5,642.00	$111,067.21	
069	24	$149,608.56	-$6,471.00	$143,137.56	
572	83	$224,886.21	-$13,710.00	$211,176.21	
286	137	$329,688.79	-$25,535.25	$304,153.54	
475	129	$421,429.41	-$30,063.00	$391,366.41	
489	95	$232,004.55	-$18,441.50	$213,563.05	
307	67	$212,497.70	-$14,737.98	$197,759.72	
		$582,862.51		**$2,421,294.34**	
				$1,842,868.67	
			Increase of:	$578,425.67	23.89%

www.BestBusinessCoach.ca

Young Entrepreneur Award

Daryl Urbanski
BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

Case Study

Turning $50,000 USD into $212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

Objectives

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was $212,484 but if we include back end sales we grew her business by almost 26% or $578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then… with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Report

	EVG	MTD	YTD		ES-EVG	MTD	YTD
Week of May 30	$127	$127	$127		$13,673	$13,673	$13,673
Week of June 6	$1,172	$1,172	$1,299		$10,846	$10,846	$24,519
Week of June 13	$2,315	$3,487	$3,614		$13,977	$24,823	$38,496
Week of June 20	$19,541	$23,028	$23,155		$4,258	$29,081	$42,754
Week of June 27	$5,375	$28,403	$28,530		$1,272	$30,353	$44,026
Week of July 4	$3,319	$3,319	$31,849		$523	$523	$44,549
Week of July 11	$829	$4,148	$32,678		$2,266	$2,789	$46,815
Week of July 18	$904	$5,052	$33,582		$1,482	$4,271	$48,297
Week of July 25	$10,330	$15,382	$43,912		$0	$4,271	$48,297
Week of Aug 1	$3,955	$3,955	$47,867		$197	$197	$48,494
Week of Aug 8	$1,542	$5,497	$49,409		$0	$197	$48,494
Week of Aug 15	$1,792	$7,289	$51,201		$0	$197	$48,494
Week of Aug 22	$1,007	$8,296	$52,208		$0	$197	$48,494
Week of Aug 29	$1,465	$9,761	$53,673		$1,172	$1,369	$49,666
Week of Sept 5	$2,362	$2,362	$56,035		$2,461	$2,461	$52,127
Week of Sept 12	$2,669	$5,031	$58,704		$649	$3,110	$52,776
Week of Sept 19	$18,263	$23,294	$76,967		$197	$3,307	$52,973
Week of Sept 26	$6,202	$29,496	$83,169		$397	$3,704	$53,370
Week of Oct 3	$4,458	$4,458	$87,626		$0	$0	$53,370
Week of Oct 10	$2,838	$7,296	$90,464		$394	$394	$53,764
Week of Oct 17	$2,019	$9,315	$92,483		$99	$493	$53,863
Week of Oct 24	$4,337	$13,652	$96,820		$0	$493	$53,863
Week of Oct 31	$2,667	$2,667	$99,487		$492	$492	$54,355
Week of Nov 7	$1,410	$4,077	$100,897		$394	$886	$54,749
Week of Nov 14	$3,087	$7,164	$103,984		$99	$985	$54,848
Week of Nov 21	$2,862	$10,026	$106,846		$0	$985	$54,848
Week of Nov 28	$6,497	$16,523	$113,344		$590	$1,575	$55,438
Week of Dec 5	$14,287	$14,287	$127,631		$194	$194	$55,632
Week of Dec 12	$7,885	$22,172	$135,516		$97	$291	$55,729
Week of Dec 19	$7,496	$29,668	$143,012		$170	$461	$55,898
Week of Dec 26	$4,551	$34,219	$147,562		$194	$655	$56,092
Week of Jan 2	$6,036	$6,036	$153,598		$0	$0	$56,092
Week of Jan 9	$2,567	$8,603	$156,165		$226	$226	$56,318
TOTAL	$156,165				$56,318		
		Total:	$212,484				

Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

Love · Reply · 15w   👍❤️ 4
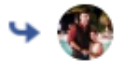
↪ 🖼 **Daryl Urbanski** replied · **2 Replies**

Darren Veerapa Niiiiiiice!!! ❤️ 1

Love · Reply · See Translation · 15w

Ed O'Keefe This is a great post **Daryl Urbanski**!!! Amazing work

Love · Reply · 15w   👍❤️ 2

↪ 🖼 **Daryl Urbanski** replied · **1 Reply**

$97.00
$2,498.50
$3,331.34
$5,400.00
$985.00
$197.00
$147.00
$5,400.00
$197.00
$7,500.00
$7,500.00
$197.00
$113,157.68

Daryl Urbanski
August 15, 2015 · 🌐 ▾

Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her $113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

🏷 Tag Photo   📍 Add Location   ✏ Edit

👍 55   20 Comments

👍 Like   💬 Comment   ➤ Share

View 9 more comments

John Mignano cheers **Daryl Urbanski** 👍
Like · Reply · 2y   👍 1

Sam Buckley Well done **Daryl**!

Write a comment...   😊 📷 GIF 🏷

CASE STUDY

Almost Bankrupt to $1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a $20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

Objectives

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately $550,000 from about 600 orders.
- Sold $997 one-time or $397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.

- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.

- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.

- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a $500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

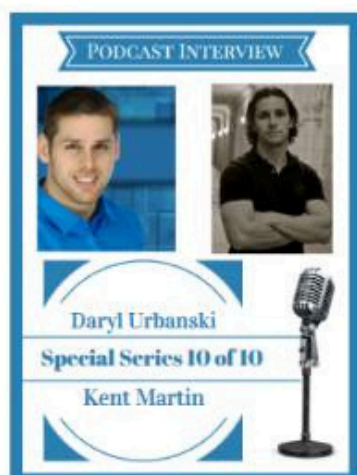- Doubled the ad spending using the profit from the week before.

Results

- Earned $1.6 million in front-end sales (excluding back-end products and services sold).
- Made $7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

Why it was smart to work with us

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

🔊 Listen to Daryl's interview with Kent Martin about how they grew the business: https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/.

PODCAST INTERVIEW

Daryl Urbanski
Special Series 10 of 10
Kent Martin

Special Series 10 of 10: Inside A $7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...

Goals:

1) $6.5MM in revenue from automated online sales and conversion strategies (Stretch Goal of $10MM)

2) Build a Lead Generation Machine For Sales Team - steady flow of quality leads with sufficient volume

3) Improved web presence / front end website(s)

Daryl Urbanski

#1 Bestselling Business Author, Business Coach, Entrepreneur, & Student Of Life...

YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire business owners. How? You'll do better when you know better.

Join Our Mission

BestBusiness**Coach**.ca

"Your Success Is My Success" - Daryl Urbanski

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