

# The Seven Centers of Management Attention™

A model from E-Myth Worldwide® to illustrate the integrative nature of the key areas of any business



**Leadership** is the core center that provides the direction and purpose for the entire business.



**Marketing** is the research and analysis of your customers and the formulation of strategies and tactics that will shape your business processes.



**Money** represents the financial side of your company including obtaining and controlling the movement of money within the business, as well as creating the company's financial value.



**Management** is the way in which you manage people, systems and resources. It also encompasses the infrastructure and culture of your company.



**Lead Generation** is creating awareness in your target markets and attracting customers to your products and services.



**Lead Conversion** encompasses sales and the enrollment of customers and clients in your services. It's the conversion of leads into buyers.



**Client Fulfillment** includes producing and delivering on the promises made in lead generation and lead conversion.