

The **4** **Keys**
to **Accelerating**
the Growth
of Your Business



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The Four Keys to Accelerating the Growth of Your Business

A Business Owner or Senior
Executive's Guide to Strategically and
Systemically Delivering Growth Gains
of 21% or More—Year After Year

Are you

- Wrestling with how to grow your business faster in this current economy?
- Frustrated that you're not hitting your revenue and profit goals?
- Working harder and harder yet still not achieving the results you want?
And/or
- Occasionally wondering, "Is it me? Am I the problem?"

If you are, you're not alone. Every leader arrives at those points. If you've been struggling with how changes in the economy are affecting your ability to attract and convert more prospects into customers, you're not alone. If you feel that the downward pressures of this global economy are forcing lower margins or fewer sales, you're not alone.

Likewise, if you feel like you've hit a ceiling of complexity where, no matter how hard you work, you're just not getting the kind of return on your efforts that you want. Or if you feel like you've arrived at a plateau where you're beginning to question your own ability to make things happen, you're not alone. Every growth-oriented leader regularly arrives at places like these where they realize that what got them to where they are, won't get them to where they want to go

Furthermore, the stats aren't in your favor. Fully 85% of businesses are either plateaued or in decline. And every year, 600,000 businesses close down or file for bankruptcy.

So, what is it that separates out successful growth companies from the rest?

What is it that allows some businesses to grow by 21% or 33% or 50% or more—year after year? Or what is it that allows some senior executives to get more out of their limited resources and staff than others?

Getting a little more personal, how are you doing? What kinds of growth rates have you delivered over the past few years? What kinds of productivity have you released from your limited resources and staff?

Furthermore, do you have a model or approach you use for growing your business? Is your model delivering the results that you want? And are you able to sustain that growth year after year?

Once again, if you don't have a model or process in place that allows you to predictably grow your business year after year—and sustain that growth, you're not alone. Based on years of conversations with senior executives of small and medium-sized businesses (SMBs) I've found very few who do.

Instead, I've found a group of dedicated, hard-working, and overwhelmed senior executives who are trapped in the tyranny of the urgent and the tactical operations of their businesses. The result of the choices they've made is that they either don't take the time to think strategically about the whole of their business or they've grown their business to a point where they no longer know how to think about growing it to the next level.

Moreover, very few senior executives think holistically about their businesses week in and week out. Instead, they get trapped in the "What's currently screaming the loudest," trap. For example, if you need to attract more clients, you'll probably focus more attention on marketing. That's a good thing! However if you bring in more customers yet your fulfillment operations aren't working correctly, you're in trouble.

On the other hand, if employee morale is down and you focus more attention on leadership issues yet forget to pay attention to cash flow, you're also in trouble. Or, if your customer service needs an overhaul and you focus on that, yet forget to pay attention to R & D, you're also in trouble.

The reality is that being at the top of a business means you never get to think about only one thing.

Which means that if you don't have a model in place that forces you to think holistically about your business, chances are you'll regularly find yourself in trouble—going from crisis to crisis. The "One thing," or "What's screaming the loudest," traps devastate growth in most businesses.

The good news of course is that it doesn't have to be that way. In fact, what if you could find a simple and holistic model that you could use week in and week out to accelerate the growth of your business—and do so year after year? Wouldn't you want to get your hands on it? Wouldn't you want to know about a model or system that could . . .

- Dramatically increase your growth rate, year after year
- Significantly increase your transaction amount per customer
- Make your competitors irrelevant to the conversation
- Create more effective lead generation and conversion systems
- Increase your sense of competence and confidence as a leader and
- Optimize your operational performance, with fewer headaches?

Of course! And you can—because **The Accelerated Growth Model**, which is laid out in the pages of this free report, can deliver those kinds of results. Even better, you don't have to pay \$5,000 or \$10,000 or more to get the system. You just have to read this report and then, more importantly, implement the strategies and tactics you're about to read.

No matter where you are in the lifecycle of your businesses, you can create a business that grows faster and you can become a more effective leader. Whether you believe it or not, you can be a part of **The Bigger, Better, Faster, More Sustainable Business Revolution**. All you have to do is read and implement the material you're about to discover in this free report on, "**The Four Keys to Accelerating the Growth of Your Business.**"

So are you ready to discover a simple model that will allow you to systematically and strategically deliver growth gains of 21% or more, year after year? If you are, read on because the four keys and eight strategies, which comprise **The Accelerated Growth Model**, are as follows.

Key #1: Generate More Profitable Strategies

- Strategy #1 - Select Ideas That Can Produce Superior Growth Gains
- Strategy #2 - Develop a Pipeline of New Revenue Streams

Key #2: Elevate Executive Effectiveness

- Strategy #3 - Increase the Leadership Capacity of the Senior Leader(s)
- Strategy #4 - Make Better Financial Decisions

Key #3: Maximize Operational Performance

- Strategy #5 - Raise the Level of Execution Excellence
- Strategy #6 - Optimize Your Systems and Technology

Key #4: Ratchet Up Customer Attraction, Retention and Value

- Strategy #7 - Unleash Sequential Marketing Campaigns that Deliver Significant Results
- Strategy #8 - Delight Customers So Much They Become Evangelists

Accelerated Growth Key #1: Generate More Profitable Strategies

You want to grow a bigger, better, faster, more sustainable business—that's good. In light of that, how would you answer the following question,

How can you DOUBLE your business this year?

If you're not sure, you're not alone. Most of the SMB senior executives I've talked with don't have an answer to that question either. However, that's the kind of strategic question that a senior executive should be wrestling with. Why? Because it's a future-oriented question—which is what leaders are supposed to spend their time thinking about.

It's so obvious, that we often miss it. But at the very core of leadership is this idea that a leader is someone who is leading others somewhere—which means that if a leader isn't sure where that somewhere is, not only have they failed their task as a leader, no one else in their organization will know where they're going either. Or to put it another way, whenever a leader finds himself or herself mired in the tactical operations of their business, their business almost always grinds to a standstill or begins to lose ground (which, of course, isn't great if you want to grow your business faster ☺).

What that means is that if you want to accelerate the growth of your business this year—into the double or triple digits—you must first fight the natural inclination to become focused on the tactical operations of your business that focus on today, and instead choose to focus on the strategic issues that focus on tomorrow. And, by the way, I'm not just talking about coming up with one or two strategic ideas, you need to generate a whole slew of profitable and strategic ideas.

Each of the words in this first key matters. The word, "Generating," means that as the business owner or senior executive of your SMB, you need to continually be involved in the generation of new ideas to grow your business.

While you can hire others to help you do many things, you can NEVER delegate this responsibility away.

The word, "More," is about quantity—and quantity does matter. As Linus Pauling, the physicist and Nobel Laureate of the past century said so perfectly, "*If you want to find a great idea, come up with lots of ideas.*" This concept is essential to own because one of the typical problems that many senior executives run into is that as soon as they come up with an idea, they run with it—which is a major problem. Why? Because first ideas are rarely great ideas. First ideas are our normal top-of-the-head ideas. They're the way we normally think—which means that they're rarely remarkable breakthrough ideas.

If you need some proof concerning this, Doug Hall, the creativity expert, found that

Companies with more choices for growth grow an average of 5.8 times faster than those with just a few ideas.

Think about that for a moment. If you had more ideas for growth, how much more money would your business be making right now if it was growing 5.8 times faster than it is?

The next key word, "Profitable," is critical as well. In fact, I'm constantly amazed by how many business owners and senior executives mistakenly focus on revenue over profit. "If we just make enough revenue, there's bound to be some profit in here somewhere," seems to be the cry of far too many business owners and senior executives.

But which would you prefer—to lead a company with \$20M in revenue (but \$22M in expenses) or a company with \$10M in revenue and \$8M in expenses? Revenue is often over-rated. So when you hear the word, "profitable," in this key, I hope you'll always hear that you shouldn't be looking for just any kind of growth idea, but rather for ideas that will provide better margins and make significant contributions to the bottom line.

Finally, we arrive at the last word, "Strategies." If there were ever a word overused or misused in today's business lexicon, this would be it. Mistakenly, everything has become a strategy. So let me define what I think a strategy is, as opposed to a tactic.

A strategy is an overarching, big picture directional statement. It answers the "What?" question.

"What do we want to be?" "What do we want to achieve?" Or, "What's our primary means of achieving this?" Strategy is always future-oriented and moves from the future back to the present.

In addition, strategies may be disruptive (i.e. a strategy may lead a company in an entirely new direction. For example, Apple might say, "We were one thing (a computer company). Now we're another (a media company).").

Tactics on the other hand answer the, "How?" question—

As in, "How are we going to achieve the strategy?" Tactics are always present-oriented questions about how we move from where we are to where we want to go and are almost always incremental in nature (i.e. tactics build off of what you're currently doing).

Tactics are best handled by those responsible for actually doing the work—whereas strategy is always best handled at the executive level. The decision to, "Add a new product line since we've been riding our old one for too long," is an executive level strategic choice. However, how to produce or acquire that new line, or how to deliver it, are all managerial tactical decisions.

In other words, if you want to accelerate the growth of your business, so you can grow a bigger, better, faster, more sustainable business then you'll want to adjust your schedule and workload so you can focus more of your time on **"Generating More Profitable Strategies,"** and less on the day-to-day tactical operations.

Oh, and if you need some additional motivation, just imagine what growing your business at 5.8 times the pace you're currently growing could mean!

Now that we've laid the groundwork for this first key to accelerating the growth of your business, what are the two main strategies for ensuring that this key becomes a reality in your business? The first is to **"Select ideas that can produce significant growth gains,"** and the second is to, **"Develop a pipeline of new revenue streams."**

Strategy #1: **Select Ideas That Can Produce Significant Growth Gains**

When you hear the phrase, "Strategic Planning?" what do you think of?

When I ask executive teams this question, the number one response I receive back is, "Long range planning," which, as you've hopefully figured out, isn't correct. Why? Because planning is a tactical function. It answers the "How?" question. How are we going to get from here to there? And since planning starts with what you're currently doing, you can probably now deduce why most strategic planning retreats rarely ever produce truly great breakthrough ideas.

However, if you'd like to turn that around, and get the word "strategy" back in strategic planning, then you're going to need to create opportunities for you (or you and your top team) to get away from the busyness of running your business so you have the time to generate a whole slew of potentially breakthrough ideas for growing your business faster.

Assuming you've already done the hard work of defining your mission, vision and values, the next few parts of a strategic framework are where you might find some significant growth gains to grow a bigger, better, faster, more sustainable business. For example,

Are you focused on the right target market?

For example, are you targeting the right people who have the greatest need for your product or service? Is the market you're focused on large enough and does it have enough resources to buy (and continue to buy) from you? Or maybe, you need to ask, "Are we focused on too large of a market?" Remember, the "everyone" markets are all gone, so can you niche your market down tighter? Sometimes the key to growing larger is to go smaller.

By the way, just because you think you know the answers to these questions doesn't mean you shouldn't answer them. I've worked with several businesses that have had to reorient their businesses toward different target markets in order to create growth cycles. Assumptions can be extremely costly here.

One company I worked with thought they knew their target market and had almost all of their people working on one side of their business with just one on the other side. However, when I asked where their revenue came from, almost all of their revenue came from the side with just one person working on it. By adjusting their target market (along with a number of other strategic decisions) they've been able to make significant progress in areas they wouldn't have before doing the strategic work. And more importantly, in this economic climate, if they hadn't made those strategic decisions, as their CEO says, "We'd be out of business." So don't rush past the target market question.

Another strategic question would be,

Are there any adjacent markets we should go after?

In other words, can you take your current products and services to a market similar/adjacent to your current market? For example, if you're in health and recreation market and you sell to soccer clubs, can you sell your products and/or services to other adjacent markets like lacrosse or fitness centers or hospitals? Opening up an adjacent market can be a huge growth opportunity, especially if you've answered the following question.

What is our competitive advantage? And is it still a true advantage?

Deciding on what differentiates your business from all others is one of the most important strategic and growth-oriented decisions you can make—and unfortunately one that far too few senior executives of SMBs make. Unlike business executives, most consumers tend to think that businesses are interchangeable (i.e. a Chinese restaurant is a Chinese restaurant is a Chinese restaurant). In fact, if you were to ask the people in your target market, what differentiates you and your company from everyone else in your market space, what would they say? And how do you know that's what they'd say?

David Neeleman, former CEO of Jet Blue, was once asked, "How often do you reevaluate your competitive advantage?" His response, "Weekly!" In other words, every week, he and his executive team asked themselves three questions.

- 1. What do we do better than them?**
- 2. What do they do better than us?**
- 3. How can we do that better than them?**

Notice, they did this weekly. Not once a year or once every three years. They did this weekly. Why? Because their competitors, just like yours, are continually changing—which means that they (and you) need to continually be creating new competitive advantages.

The good news is that when you find that significant differentiator—and you market it sufficiently so that your target market knows what "it" is (for ex. Domino's Pizza, "Fresh, hot pizza delivered in 30 minutes or less"), you can create a significant growth initiative.

Another example of this occurred recently when Southwest Airlines made a strategic decision to not charge for baggage when all of the other large carriers started to. However, what made this strategic choice so brilliant was their marketing it with unforgettable line, "*Your luggage is now free to move about the country.*" That one decision was worth millions!

Another strategic level question you might want to wrestle with as you seek to grow a bigger, better, faster, more sustainable business is,

Are there any markets, product lines or customers we need to eliminate?

Sometimes the best strategic choice for creating a growth cycle is to eliminate certain customers (or customer types). For example, if you go through your customer database, chances are you'd find a number of clients/customers who create a significant number of problems for your company and take up a lot of time,

which makes them not only less profitable but robs you and your company from focusing more time and energy on more profitable opportunities (to say nothing about quality of life issues :-). Sometimes, the fastest way to grow is to say, "Good bye" to low margin and/or time consuming customers and "Hello" to a whole new group of customers who are willing to buy at a higher price point on better margin items and who won't require as much time and energy.

Finally, my last idea about strategy in this free report is

Good strategy work always looks for big gains, not little ones.

Depending on the size of your business, you'll have to define what the threshold for good ideas is. But when it comes to revenue, for most companies, somewhere between 2.5% and 5% is a good rule of thumb. In other words, a \$10M business would want to select ideas that can generate at least \$250K to \$500K annually to be considered strategic. A \$50M firm would want to look for strategic ideas that could deliver at least \$1.25M to \$2.5M annual. And a \$1M firm would want to look for ideas that could generate at least \$25K - \$50K annually. Don't waste your time pursuing small ideas that can't deliver big results.

One of the reasons why I entitled this strategy, "Select Ideas that Can Produce Significant Growth Gains," is because I've watched far too many senior executives (and their teams) focus their time and energies on ideas that don't (and can't) produce significant growth. So, if you want to accelerate the growth of your business, you'll want to create the space and time to generate a whole slew of potential growth ideas, out of which you'll then select the few key ideas that have the greatest potential for driving significant, accelerated growth on your quest to grow a bigger, better, faster, more sustainable business.

Making it Real: If you spent less time this year on tactical issues and instead focused more time on generating and selecting a couple of key strategic initiatives (like the ones I just mentioned) that could significantly grow your business, what do you think that would be worth to you and your company? Write that number in the blank below.

\$ _____

Strategy #2:

Develop a Pipeline of New Revenue Streams

One of the major problems hindering the growth of most SMBs is that they focus their attention way too long on just one or maybe a few revenue streams. A classic example of this would be a software company that comes up with a new software product and then rides that one product as long as they can.

The problem with this strategy is found in the S curve. If you've ever developed a new product you know that it takes an immense amount of energy and time to get a new product developed and launched, sometimes years. Finally, when the product takes off, there's a sense of relief and vindication. Good times have arrived. Momentum kicks in so it takes less effort to make more money, which is why most companies fall asleep at the wheel during this stage until they hit the top of the S curve. By that time, more competitors have arrived. Copycats abound. Margins are decreasing. And growth no longer exists.

So what's the solution? The solution is to start creating new revenue streams when the current "new" product hits its growth spurt. In other words, just when it's tempting to relax and enjoy the taste of success, that's when you have to create the next S curve, with a new product or service (or version 2.0 of the current "new" product). In essence, you want to create a succession of S curves, one right after the other.

Or to put it another way, while the first "strategy" for accelerating the growth of your business was about selecting strategic ideas, this second "strategy" is all about R & D. It's about making sure that your business always has a continual stream of new products and/or services in its pipeline. Or to put it another way, as the senior executive of a SMB, you should always be asking the, "What's next?" question. So let's ask it. On your journey to growing a bigger, better, faster, more sustainable business

What's the next new thing in your pipeline of products and/or services?

If you struggle with the word, "new," remember that what's new for you is new for you. Just because someone else on planet earth has done something before you doesn't mean that thing wouldn't be a creative or innovative thing for you to do. For example, the idea of joint ventures isn't new; it's been around a long time. But if you've never done a joint venture or you've never done a joint venture with company X or in this region or in this market, then it would be new for you.

A couple of new next things that might add new revenue streams might be

- Adding a new back end product or service that creates a new revenue stream. Or
- Adding a new location (or locations). Or franchising. Or licensing your technology. Or expanding your geographical reach. Or adding affiliates or resellers. Or
- Promoting your current products and/or services to adjacent markets. Or
- If you're online, you might consider adding offline. Or if you're offline, you may want to consider going online. Or
- Maybe you've acquired some intellectual property that others would be willing to pay for (i.e. maybe you should consider opening up a consulting revenue stream).

There are all kinds of options. But you have to have some. If you want to accelerate the growth of your business so that you can grow a bigger, better, faster, more sustainable business, then you need to keep your eye on the R & D ball. You have to create a pipeline of new revenue streams so that you're not (or don't become) too dependent upon any one stream of revenue.

Making it Real: If you added another one or two revenue streams this year, what do you think that would be worth to you and your company?
\$_____. Write it down!

Accelerated Growth Key #2: Elevate Executive Effectiveness

Do you see yourself as the greatest influence on your business' success?
Or do you see yourself as its greatest impediment?

Hopefully, you answered, "Yes!" to both. Why? Because no organization can consistently perform at a level beyond the capacity of their senior leader—which is both good news and bad news. Good news because it means that your company is where it is because you've led it this far. However, it's also bad news because it means that you're now the greatest hindrance to your company's success.

That's why I do virtually all of my work with the senior executive of an SMB (who might wear the title of CEO, President, Executive Director, Managing Partner or Business Owner). Why? Because if I want to access the greatest leverage point for growth that I can access in a company (which I do, since my company's name is, after all, Accelerated Growth Consulting), then I need to work with the person who has the greatest influence over the success or failure of that business or organization. In other words, the principle in play here in Key #2 is:

Grow the leader; grow the organization.

So if you want to accelerate the growth of your business and grow a bigger, better, faster, more sustainable business then you've got to own this idea that elevating your effectiveness as the senior executive, elevates your whole business. In essence, to make your business better, you've got to be better.

Note: If your business is large enough to have a senior leadership team, then the same principle filters down to them. Grow the senior leaders; grow the whole organization—which leads us to our third strategy.

Strategy #3: Increase the Leadership Capacity of the Senior Leader(s)

Since no organization can consistently perform at a level beyond the capacity of it's senior leader, this strategy is essential to accelerated growth. Rick Warren, the founding pastor of Saddleback Community Church (which has over 20,000 people showing up each weekend) once said,

"Years ago I stopped worrying about how to grow my church and instead focused on growing me. The more I grew, the faster my church grew."

Intuitively, this makes sense. However, practically, I've found few senior executives who actually practice it. In fact, the number of senior executives I've met who have a personal development plan, let alone a leadership development plan, is a rather small number.

So, if you'd like to be a part of the minority—that is, senior executives who lead accelerated growth businesses, then you've got to own this strategy. In order to do that, here are a few ideas for you.

1. **Create your own leadership development plan.** To get to the next level of leadership, what's holding you back? How are you at casting vision? Developing strategy? Building teams? Communicating? Writing? Coaching? Building morale? Time management? Delegating? Creating culture? Etc. Pick one skill per quarter or year (your choice) and come up with a simple plan to raise your leadership level.
2. **Create an executive development plan.** Beyond your leadership skills, what senior executive skills are you weak in. How are you at managing people? Hiring? Firing? Managing money? Marketing? Customer service? Operations? Systems? Finance? Board management? PR? Again, pick one skill area per quarter (or year) and create a simple plan to raise your executive level.

Note: If you go to my website at www.acceleratedgrowth.org, you'll find several resources to help you with these first two including a book list called, My Personal MBA list, as well as an Amazon.com list of books in several of the categories you might want help growing in.

3. **Create a giving away list.** All great leaders are great delegators. Great leaders don't spend their time focused on how they can control everything in their organizations. Rather, great leaders continually look for people whom they can give tasks away to.

Or to put it more simply, **if you want to go up, you've got to give up.** Again, don't pass by this principle too quickly. I spend a lot of time coaching executives to give tasks away that they're still doing, but shouldn't be. In fact, you'll probably need someone to help you with this, who can also help hold you accountable.

4. **Focus more time on strategy, than tactics.** I know we talked about this already, but it's one of the keys to becoming a more effective executive. When you start learning to say, "No!" to being drawn into tactical issues (especially of the day-to-day variety) and start focusing more of your time and energy on the more strategic long-range future-oriented issues, you'll immediately increase your executive effectiveness.
5. **Choose to be a time management expert.** Peter Drucker said it best, *"Nothing else, perhaps distinguishes effective executives as much as their loving care of time."* And probably the number one issue for most executives with their time management is that they don't value their time. Let me explain. Let's say a CEO makes \$300K/yr. and works 60 hours per week for 50 weeks. That means that every hour is worth \$100/hr and every 15 minutes, worth \$25.

What I've found is that when an executive starts valuing their time like this ("Is this [activity] worth \$100 of my time?"), they'll start making better decisions about their time. They'll start eliminating time wasters. They'll start delegating more. They'll start dealing with their perfectionism. And they'll start focusing more of their time on activities that can provide more value than their time is worth.

6. **Invest more time in developing your people.** Probably the biggest challenge most leaders face is realizing that once they become a leader they're no longer judged based on their performance. Instead,

their performance is judged (or should be judged) based on the performance of the people they're leading. Once an executive "gets" that, it changes everything. Now, they invest more time in making their people succeed, which, in return, makes them more successful. In light of that, as you look at your schedule from last week, how much time did you invest in developing your people? Where are they strong? Weak? And what's your plan this month/quarter/year for developing them?

So, as you look at your own leadership capacity, what grade would you give yourself? And then, what do you need to do to raise that grade? Remember, as you grow you, you grow your organization!

Making it Real: If you were to raise your leadership capacity (and the leadership capacity of your senior leadership team, if you have one), what do you think that would be worth to your business this year? Note: This number, as with the previous two, is probably larger than you imagine.

\$_____.

Strategy #4: Make Better Financial Decisions

The stats on this are unbelievable. Fully 71% of small and medium-sized businesses fail because of poor financial decision-making. Personally, I'm shocked it's only 71%! Why? Because the number of executives of SMBs that I talk with who struggle with making wise financial decisions is staggering. However, if you want to grow a bigger, better, faster, more sustainable business then you've got to master this area.

Probably the first lesson in finance that every executive should master is found in just four simple words, "**Cash flow is king.**" Yet, how often is that simple concept pushed aside? For example, it's not uncommon for a business owner to extend generous terms in order to get a sale. But at what price? An aged receivable isn't a positive cash flow decision. And remember, cash flow is king.

At the end of the day, regardless of who's hired to manage the money, it's your responsibility as the senior executives to make sure your business is making wise financial decisions. So, what kinds of decisions should an effective executive of an accelerated growth company make? Here are a few ideas.

1. **Create a growth fund.** Most growth initiatives require resourcing. However, most senior executives of SMBs don't set funds aside to fund growth initiatives (and then wonder why they're not growing faster—amazing!). This usually requires over-capitalizing (instead of under-capitalizing, which is a common SMB problem). Having money in the bank is not a sin 😊.
2. **Set aside at least 5% of revenue for marketing.** You grow by growing. We'll talk about marketing later, but the wise financial decision at this point is to make sure you allocate enough resources to make sure you have a continual stream of new customers and raving fans.

3. **Revisit your pricing decisions.** Price is more elastic than most businesses want to admit. As long as you're providing great value, people will pay for it. For example, most people think a hamburger should cost between \$1.00 and \$3.00. However a number of gourmet restaurants charge \$25.00 to \$50.00 for a burger. So, for example, if you began pricing based on value, how much better could your margins be?
4. **Get key data daily or weekly.** I'm continually amazed by how little financial data senior executives of SMBs have (and then they wonder why they're not making more money). At a minimum, you should have a couple of key economic indicators/metrics you want to keep track of. And then you should get that data fed to you on either a daily or weekly basis. Monthly or quarterly is way too long.

Every day (or every week) you should have the answers to questions like, "What's your cash position?" "Your cash flow projection?" "What's the aging on your receivables?" "What's your YTD vs. budget look like?" Etc. You pick the key indicators. Then make sure your financial person gets them to you. If you want to grow a bigger, better, faster, more sustainable business, then you've got to know the numbers.

5. **Minimize your fixed expenses.** The one certainty about good times is that they will end—just as every wave eventually crashes. When tight times come, and they will, wise leaders who have minimized their fixed expenses will be in the best place to manage cash flow by eliminating or reducing variable costs.
6. **Know your key customer metrics like the lifetime value (LTV) of a customer.** Do you know what yours is? I've found very few who do. Yet, knowing this is essential to knowing what you can spend on acquiring a new customer. Likewise, do you know what your current cost of client acquisition is? Do you know their buying habits? Their average purchase amount? Their frequency of purchase? Etc. All of those data points can help you make better financial decisions that can fuel the growth of your business.
7. **Become a student of SMB finance.** The vast majority of senior executives of SMBs that I've met aren't experts in this area. If you're one of them, why don't you make it a point to become a better financial manager? Why don't you take courses on business finance? Read books on the subject? Ask other CEOs about lessons learned? Find a coach? Etc. But whatever you do, don't avoid dealing with this area because more businesses fail because of this issue, than any other.

Making it Real: If you were to become a better financial manager and make better financial decisions, what do you think the economic impact of that would be on your business?

\$ _____.

Accelerated Growth Key #3: Maximize Operational Performance

What would happen to your business if every one of your employees operated at an optimal performance level?

Or what if they all improved their productivity by just 10%? Or 20%? Or more? Or what if every system worked without fail? Or what if you knew that every process in your business was functioning at a level of excellence? What would that mean to your company?

Unfortunately, most SMBs function at sub-optimal levels—and that's a problem for anyone who wants to grow a bigger, better, faster, more sustainable business. Too many senior executives allow problems to continue indefinitely. Or don't create systems for everything. Or keep people on the payroll they should have fired years ago. Or tolerate lack of performance and don't hold people accountable for results. Or don't measure and test. Or don't buy technology with the capacity for growth and scalability. Etc. And then they wonder why their business isn't growing faster.

On the other hand, accelerated growth companies, know that to grow faster, they not only have to have great ideas, they need to execute those ideas at a high level—and then keep working at optimizing what they're doing so they can get the best results possible. When it comes to maximizing operational performance, the two strategies for making this key a reality are, "**Raise the Level of Execution Excellence**," and, "**Optimize Your Systems and Technology**."

Strategy #5: Raise the Level of Execution Excellence

Think back on the companies you do business with. How many of them do you continue doing business with that are inconsistent? Or who tolerate poor performance? Or who may or may not get back to you? Or who are excellent one day and poor the next? Or who sometimes deliver what you want? Or who send you email and documents with typos and grammatical errors?

Probably not many—nor should you. You only want to work with businesses that do what they do well and then exceed expectations the next time around, which is what accelerated growth companies do. They do what they do well and then work to exceed that the next time. So if you'd like to grow a bigger, better, faster, more sustainable business, then you'll want to raise the level of execution excellence in your business. In order to do that, here are a few ideas.

1. **Start with yourself.** If your people aren't optimizing their performance, then you may want to do an honest assessment of yourself. Why? Because over time, most businesses become reflections of their senior leader. So if you don't like what you're seeing out there, you may want to first take a look inside. Are you performing at an excellent level? Are you continually challenging yourself to perform at higher and higher levels? Are you open to critique and feedback? Are you being coached? Remember, people do what people see. So make sure you're setting the right example.

- 2. Embrace managing.** Most of the senior executives of SMBs that I know don't like managing employees. So, what do they do? They usually avoid it as much as possible—and then hire someone else to do it. But this creates a problem at several levels.

Remember point one, people do what people see. If a senior executive isn't holding people accountable, then most other leaders won't as well. Secondly, a senior executive needs more than one direct report. It's virtually impossible to lead a company well through just one person. Thirdly, if you have a team you're leading, then their performance, not yours, is how you should be evaluated. And there's no way they'll be their best if someone isn't both leading and managing them. In other words, to be effective as an executive, you've got to embrace managing as a critical part of your leadership, especially if you want to grow your business faster.

- 3. Fire your poor performers.** In almost every business I've consulted, the senior executive has had to let at least one person go early on in the consulting relationship. And in most cases, it's been someone they knew needed to go for a long time, but they just kept hanging on to them until I came along and said, "Why?"

In my experience, one of the factors most execs forget to calculate is the cost of poor performance. For example, they'll put up with a poor performer who's only costing them \$40K. But is that all, they're costing? What about all the time the exec has to waste covering for the poor performer? Or wastes thinking about the poor performer? Or how about the effect on the execs emotional state (it's hard to be productive when you're ticked off at someone)? Or what about the lost business because of the person's performance? Etc.

In other words, if you were to work through the numbers, you'd probably find that you could easily double the wage of the \$40K administrative assistant to a real cost of \$80k (or more). Which leads to my next suggestion.

- 4. Pay better for better team players.** Instead of paying \$40K to be "cost effective," what if you hired an admin. for \$50 or \$55K? Assuming that's a good wage in your market for a decent admin, how much more productive could you be? How much more business could you bring in if you didn't have to waste so much time doing their work or redoing their work or worrying about them not doing their work? For the most part, we do get what we pay for. And since one of the most important decisions any executive can make is who they put on the team, doesn't it make sense that paying a little more would allow you to raise the execution excellence level immediately? Absolutely! And if you combine idea number three above, with this one, you can radically change the level of execution excellence in your company incredibly quickly.
- 5. Hold people accountable.** I know. This sounds so basic. But I'm continually amazed at how few executives really hold their people accountable. And when employees know they won't be held accountable, you know what happens, performance and productivity slip precipitously.

A classic example of this happens during most staff meetings. During the meeting, tasks will be assigned out. "Joe, will you take care of x, y, z." "Got it." However, Joe doesn't write anything down. Meeting ends. Nothing happens. Next week, same routine. Same result. Nothing. A better solution would be to summarize all decisions, as well as the actions to be taken, and by whom, at the end of the meeting. Then, and this is critical, all of those actions should be at the top of next week's agenda. "So Joe, what happened with x, y, z?" Trust me, it only takes a few of those awkward moments to start changing behavior. Note: This one idea could radically change your company.

- 6. Cast vision for excellence.** As I said above, people do what people see. So give them a picture of what excellence looks like. Take your team on a field trip. Go to a great restaurant or hotel. Or take them to a show like Cirque du Soleil. Experience excellence together. Then debrief the experience. Or take them someplace where excellence isn't even a part of the vocabulary. And again do a debriefing. Or share stories of excellence from your experience or from the books you're reading. Or tell a story about someone in your business who did something excellent for a customer. Etc. Just keep telling stories or let them be a part of the story so they can clearly see what a higher level of performance looks like, because, as you know, "People do what people see."

Making it Real: If your business were to raise its level of execution excellence, what do you think that would be worth to your business?

\$ _____

Strategy #6: Optimize Your Systems and Technology

Now, I wouldn't be surprised if your eyes want to glaze over this one. Most of the business owners and senior executives of SMBs I know aren't operations people. They tend toward the more entrepreneurial and leadership side of the equation. However, if you want to lead an accelerated growth company, one that's bigger, better, faster, and more sustainable, you've got to pay attention to operations. Why?

Because operations is the side of your business that creates the capacity for you to scale your business quickly.

If your business can only handle x number of orders per day (let's say 100) and you want to double your sales (to 200), you can't—until you create the capacity to fulfill 200 orders per day. If you do take the chance of trying to sell 200 orders per day before you have the capacity to fulfill them, chances are you'll also have a customer service nightmare on your hands, as well as a bad reputation to overcome that'll require massive recovery work.

So, how should a business owner or senior executive of a SMB begin to optimize their systems and technology? Glad you asked. Here are a few ideas to get you started.

1. **Buy excess capacity up front.** Too many SMB executives make unwise capacity purchases when buying operations equipment. In the name of cost savings, they'll buy what they need at that moment, or just a little bit more—which means they've just limited how fast they can grow. If you want to be able to grow faster, your operations equipment needs to be able to keep up. If an equipment purchase has a life of three years, and you want to double your sales each year, that equipment purchase needs to be able to handle that. If it can only handle 50% more than today, then you've created a built in growth constraint. Eliminate constraints.
2. **Systemize everything** – Small businesses tend to run into major problems once they get past employee number ten. Why? Because in the early years, once a few employees are hired, those employees begin to specialize (i.e. one person does each task). That means that the ability to handle those tasks ends up being stored in the mind of the employee who does that task—which creates three major problems.

Problem number one, what happens if that person gets sick or moves away or leaves the company? Problem number two, what happens when you add new people who haven't been doing that task for years? How do they get up to speed? And finally, problem number three, how can you create scalability when the intellectual property is stuck in one person's mind?

The solution, of course, is to create systems of everything you do. And since everything is a system (including how you do your job), you can create systems for everything your company does. If you need a template for a system's page, just go to my website at www.acceleratedgrowth.org and look under the free resources for it.

Regardless, if you want to accelerate the growth of your business and build a bigger, better, faster, more sustainable business, then you've got to become a systems lover. Plus, once you create a system, then you're free to move on to something else.

3. **Outsource whatever you can** – I know, the idea isn't novel, but it's amazing how few executives really take advantage of this source of leverage—especially when it relates to systems and technology. For example, it's not unusual to watch a company spend a lot of time and money on building server capacity. However, there are services like Amazon's s3, Simple Storage Service (www.aws.amazon.com/s3), that have it already.

According to Amazon's s3 page, "Amazon S3 is storage for the Internet. It is designed to make web-scale computing easier for developers. Amazon S3 provides a simple web services interface that can be used to store and retrieve any amount of data, at any time, from anywhere on the web. It gives any developer access to the same highly scalable, reliable, fast, inexpensive data storage infrastructure that Amazon uses to run its own global network of web sites. The service aims to maximize benefits of scale and to pass those benefits on to developers."

And at 15 cents per gig of storage and 17 cents per gig of transfer, that's an outsourcing option worth taking a look at.

Making it Real: So, if you were to do a better job of optimizing your systems and technology this year, what do you think that would be worth to you and your company?

\$ _____

Accelerated Growth Key #4: Ratchet Up Customer Attraction, Retention and Value

At the end of the day, if you want to grow your business, there are only five ways to do that. You can ...

1. Increase the number of new customers
2. Retain more new and old customers
3. Increase the frequency of purchase
4. Increase the amount purchased per transaction
5. Increase the margin of what's purchased.

That's it. And of the eight key functions of a business, which has the greatest impact over those five options? You've got it, "Marketing" (followed up by customer service), which is why this last key is so incredibly critical to growing an accelerated growth business. Why? Because

Marketing is everything you do to attract and retain more customers, as well as to upgrade and increase the ownership of your current customers.

Or to put it another way, if you want to accelerate the growth of your business into a bigger, better, faster, more sustainable business, then you've got to come up with a whole slew of ideas to ratchet up your customer attraction, retention and value. How can you do that? Well, the two key strategies to pull that off are to, "**Unleash sequential marketing campaigns that deliver significant results,**" and to, "**Delight customers so much that they become evangelists,**" for you and your company.

Strategy #7: Unleash Sequential Marketing Campaigns That Deliver Significant Results

The number one mistake that most SMBs make when trying to market their business is that they practice one-off marketing. One-off marketing is when someone tries a marketing tactic (an ad or a direct mail piece or an email blast or a cable TV ad) and that's it (it's one-off), which is why so many senior executives of SMBs tend to downplay their marketing efforts. You know, "We tried that once and it didn't work, so we don't invest a whole lot of money in marketing any more."

But this is like meeting someone and getting married on the first date. Marketing is about creating relationships with potential customers so that they're attracted to us, which means they need to like us, trust us and believe we can make their lives better—and that rarely happens in just one encounter.

A better option is to think in terms of sequential and systematic campaigns where you're coordinating the tactics and messages you're communicating over time so that customers are motivated to act. How can you do that? Well, here are a few options to consider in your pursuit of building a bigger, better, faster, more sustainable business.

1. **Think in terms of sevens** – When you organize a marketing campaign, consider coordinating at least seven touches. For example, let's say you want to make a presentation to a business. In the past, you may have tried a one off approach (for example, you may have made a phone call. The office manager didn't bite so you crossed them off the list and went on to the next office manager).

But what if you tried a sequential approach? For example, what if you first sent a letter, then made a phone call, then dropped by in person, then sent a thank you note, then a direct mail piece, then sent an email and finally made another phone call, all within 31 days. Don't you think you'd have a better chance of getting a presentation than if you just made one cold call?

2. **Practice, "Less is more," marketing.** How do you feel when someone tries to dump a whole dump truck full of information on you at one time? Yet, isn't that what we tend to do all the time. We tend to think that every marketing message has to contain everything about us and our products and services. However, by trying to communicate too much, we don't really end up communicating anything because they either don't read it or they get lost in it.

A better strategy is to parcel out your messages over time through a variety of media. For example, you may want to take the top five objections that potential customers have with your company or product and/or service. Then take just one of these and deal with it in one tactic. Then take the second and deal with that in the second marketing piece, etc. In this way, over time, you're winning over potential customers in bite-size pieces so that when they're ready, they'll believe you're the best company to help them solve their problem/hurt/issue/pain.

3. **Don't choose your media until after you've answered several other questions first** – One of the more common problems I observe is that most SMBs tend to select their media first (direct mail, newspaper ad, email, radio spot, infomercial, newsletter, sponsorship, etc.) before the answer more important questions like, "What is our mission/objective that we want to accomplish?" Or, "Who is our target market?" Or, "What message do we want to communicate to this market to accomplish our objective?"

For example, I was meeting with a client recently and they wanted my opinion about a newsletter they wanted to send out. My first question was, "Well, what's your mission for this tactic?" In other words, what do you want it to accomplish? They weren't sure. But as we talked

about it, it became clear that they had several different objectives (some of which were competing with one another). When I asked, "So whom is this targeted towards?" Again, I received several different answers. Then, "What message do you want to communicate?" By the time we were done with these three questions, they scraped the newsletter (at least for now ☺). However, what they did wasn't uncommon. They had an idea and executed on the idea without asking and answering the first three "M" questions.

If you'd like to read more about this, check out the article on my website entitled, "The Six M's of Marketing," by clicking [here](#) (or just go to the free resources section and look under the free articles section).

4. **Focus on your most productive marketing tools, versus trying to do everything.** There's a tendency for many of us to think, "If I do a little bit of everything, something will surely work?" Or, "I don't want to get left behind so I better try everything available to me from Facebook and Linked In to Twitter to direct mail, to a weekly ezine to a mailed newsletter to tradeshow to joint ventures to sponsorships to PR releases to ad specialties to ..."

However, if I were to ask you, "What's your single most productive marketing tactic?" what would your answer be? For example, for many of us in the professional services world, the answer would be, "Referrals." For many of those in the infoproducts market, the answer might be "Joint ventures," or, "A free ezine." For those in the retail market, it might be, "Direct mail." Etc.

Now, I'm not telling you what the answer should be. Rather I'm simply suggesting that you should be intentional about choosing what you believe to be the most effective tactic and then optimizing that first. Then, as time and budget allow, add additional tactics. But don't get caught in the trap of trying to do everything. Focus on the marketing tactics that create the greatest response—and refuse to get sucked into trying every new idea on the block.

5. **Always write from the client's perspective, not yours.** I watch this principle be violated every day. In fact, why don't you pull up your website right now. Look at the text. Does it focus on what you and your company do—or does it focus on the pain and problems that your target market experiences? If you're like the vast majority of companies, the answer is the former, not the later.

Even though this idea is simple (write from their perspective, not yours), the application rarely occurs in practice. The natural tendency is to tell people about our product/service and why they should select us. But selling doesn't work that way. People buy to solve a problem, meet a need or heal a hurt. And they generally, only buy from people who understand that need, hurt or pain. In other words, the moment you change your marketing from what you're selling to what they're experiencing, you've automatically increased the likelihood of accelerating your growth. I cannot overstate how important this principle is—or how often it's broken. However, once you own it, I guarantee, it'll make a huge difference in all your communications—and your profits!

6. **Follow up on all leads.** How often have you gone to a networking meeting, talked with a few people, collected cards, made promises to stay in touch—and then done nothing with those leads? Probably more often than you care to say. In fact, one of my mentors, Charlie Cook, says that, “80% of leads are lost because of lack of follow up.”

Think about that. If your current sales are built on only following up with 20% of your leads, if you doubled that, what would that be worth to you? Or if you actually followed up on 100% of your leads, what would that be worth to you?

Quite frequently, the key to accelerating the growth of your business into a bigger, better, faster, more sustainable business isn't related to finding the newest and greatest marketing idea(s). Rather it's found in choosing to do a few marketing activities incredibly well on a consistent basis. In fact, I'm convinced that you'll find that focusing on a few key marketing activities, combined with testing those activities in order to maximize their impact will, over time, deliver better and faster results.

Making it Real: If you were to unleash more systematic and sequential marketing campaigns for your business this year, what do you think that would that be worth to you and your company?

\$ _____

Strategy #8: Delight Customers So Much They Become Evangelists.

When you're thinking about using a service or buying a product, what's the single most powerful influence on your decision-making process?

Exactly! The recommendations of others. It could be a referral or a review or a testimonial or a recommendation by an expert. But nonetheless, the comments made by others who aren't paid to sell a product/service have the greatest influence over our purchasing decisions.

If that's true (and it is ☺), then it suggests that the best way to influence more people to become customers is to inspire an ever-increasing number of people to tell other people about your product and/or service. And the best way to do that, besides creating a product and/or service that's remarkable, is to make the experience of dealing with you more remarkable such that your customers are intrinsically moved to tell others about their experience with you and your company—in other words, they become evangelists for your business.

So how can you up the customer experience in such a way that your customers can't wait to tell others, “You've got to check this out”? Well, here are a few ideas to get you started.

1. **Envision your service standard** – What does remarkable service look like for you? What kind of experience do you want your customers to have? MacDonalds doesn't have tablecloths and Emeril Lagasse's restaurants don't have self-serve soft drink machines. Even though

both are in the food business, their standards of excellent service are radically different. When I go to an Arby's near my home, it's like every other fast food place (not great). However, when I'm traveling through Richmond VA and stop at an Arby's it's a phenomenal experience (gourmet-style food, great interior design, electronic devices that let you know when your food is ready, unbelievably friendly staff, extremely clean bathrooms, etc.). Everything is driven by vision. So if you want to create more customer evangelists, up your customer experience standard.

2. **Eliminate all unWOW** – The quickest and easiest way to create better customer experiences is to eliminate those things that customers don't like. Just by eliminating those things, you automatically increase the experience. For example, do you like calling a company for support and then getting stuck in an endless cycle of computer generated questions? Of course not. In other words, while creating a computerized system for customer support makes economic sense by lowering costs, it's also the quickest way to tick customers off—which doesn't make economic sense.

Personally, I hate having to deal with Verizon. I love their FiOS internet service, but if you ever have a problem, God help you. In other words, I could easily be an evangelist for Verizon's FiOS service (which stays on, unlike Comcast), but the experience of dealing with them is so horrible that I can't. If they'd just eliminate that one part, I'd be happy to tell others, "You've got to get FiOS internet (and TV)." Unfortunately, they haven't fixed that yet—so I can't.

In terms of your business, what are the unWOWs for your customers? Make a list and then start eliminating them. Oh, and don't trust yourself to know all the answers. You may know some of them. But the best way to know for sure what your unWOWS are is . . . to ask your customers!

3. **Exceed Expectations** – Doing what you say doesn't create evangelists. Exceeding expectations is what creates evangelists. Apple is great at doing this. For example, I've had PDAs since the mid 90's (mostly Palm products starting with the original Palm Pilot) and they've been okay, but I've never been WOWed by a PDA—that is, until I bought my iPhone 3G. The iPhone 3G is by far, one of my favorite tech toys of all time. At every level it's exceeded all of my expectations about a phone and a PDA.

A quick example would be the App Store. On all my previous PDAs, if you wanted to download an app, you needed to get on your computer. Surf the internet. Find an app. Buy the app. Download the app to your computer. Put the file into another program. Sync your PDA and allocate the program to a memory device. That's just the way it was . . . until the App store. Now, using my iPhone, I do the searching on my phone. Click the word, "Install." And the app is immediately installed on my iPhone and available for use in moments. Amazing! Even better, that's just one way the iPhone exceeds my expectations (there are plenty more). So, make a list of your customers' standard expectations and then figure out, "How can we exceed them?"

4. **Create customer advisory groups** – The old adage, “What people help create, they own,” is absolutely correct. That means that the more customers you involve in making your product/service more remarkable, the more committed they’ll be to it. Plus, with additional input from them, you’ll have a great probability of both eliminating more unWOWs and exceeding customer expectations. So, who are the top ten (or best ten) customers you can involve on a customer advisory board?
5. **Enable evangelism** – Let’s be honest. Most of our customers don’t spend their lives thinking about how they can help us grow our businesses. Hoping that they’ll talk about us is a nice sentiment, but rarely a great tactical choice. Instead, you might want to think, “What can we put in the hands of our customers so they’ll be moved to tell others about us?” Or, “What can we do to stimulate them telling others?”

Making this easy is critical. If you’ve ever been on Facebook, you know that they’ve created a number of ways for you to extend your network. For example, after you agree to a friend, a screen automatically appears asking if anyone else in your network needs to be connected to this person. Or if you ever hop on the sites of infomarketers, after you buy something, there’s often a next screen that asks if you’d like to send a free gift to some of your friends. All you need to do is enter their name and email and the infomarketer takes care of the rest. So, what kinds of systems can you create that will make it easier for your customers to tell their friends about you and/or your company?

Without a doubt, creating customer evangelists needs to be one of the top eight strategies you think about every week as the senior executive of a small or medium-sized business. Why? Because as customer evangelism grows, your costs of customer acquisition reduce, which means that both your revenue and profits grow in the right direction—at a much faster pace. So don’t leave this up for grabs and hope that customers will somehow be moved to tell others about you. Take the initiative and create such an incredible experience for your customers that they’ll want to remark to others, “You’ve got to check this out!”

Making it Real: If you were to delight more customers so that they became evangelists for your business this year, what do you think that would be worth to you and your company?

\$ _____

Next Steps: Making it Real

While reading a free report is a good thing, reading alone doesn’t create change, action does. In order to make sure you get the most out of your time you invested in reading this report, I’d encourage you to answer the questions on the following page.

1. It's easy to get lost in the trees and forget the forest. So, let's go back to the forest and see how you're doing on the eight key strategies. On a scale of 1 – 10 (high), how would you rate yourself on each of the eight, plus add the value you think that strategy could produce for you over the next twelve months.

	<u>Grade</u>	<u>Value</u>
a. Selecting Ideas That Can Produce Superior Growth Gains	_____	_____
b. Developing a Pipeline of New Revenue Streams	_____	_____
c. Increasing the Leadership Capacity of the Senior Leader(s)	_____	_____
d. Making Better Financial Decisions	_____	_____
e. Raising the Level of Execution Excellence	_____	_____
f. Optimizing Your Systems and Technology	_____	_____
g. Unleashing Sequential Marketing Campaigns that Deliver Significant Results	_____	_____
h. Delighting Customers So Much They Become Evangelists	_____	_____

2. Which of the eight are you strongest on?

3. What ideas can you use from this report to build off of your strengths?

4. Which of the above eight strategies did you score the lowest on?

5. Which ideas from this report can you use to build up your weaknesses?

6. Which of the ideas above (#3 and #5) have the greatest potential impact on growing your business faster and more profitably?

7. Select one idea for each of the four keys.

a. *Generate More Profitable Strategies*

i. My best idea: _____

b. *Elevate Executive Excellence*

i. My best idea: _____

c. *Optimize Your Systems and Technology*

i. My best idea: _____

d. *Ratchet Up Customer Attraction, Retention and Value*

i. My best idea: _____

8. Create your plan for implementing those four key ideas.

9. Execute your plan.

10. Evaluate the results your getting.

11. Keep making changes until you consistently achieve the results you want.

12. Start using the Senior Executive Weekly Review (in the appendix) to stay focused on the four keys and eight strategies of The Accelerated Growth Model. If you use this form every week for the next year, your business will grow into a bigger, better, faster, more sustainable business.

In conclusion, if you want to grow a bigger, better, faster, more sustainable business, then you'll want to use the Accelerated Growth Model to lead the way!

Key #1: Generate More Profitable Strategies

Strategy #1 - Select Ideas That Can Produce Superior Growth Gains
Strategy #2 - Develop a Pipeline of New Revenue Streams

Key #2: Elevate Executive Effectiveness

Strategy #3 - Increase the Leadership Capacity of the Senior Leader(s)
Strategy #4 - Make Better Financial Decisions

Key #3: Maximize Operational Performance

Strategy #5 - Raise the Level of Execution Excellence
Strategy #6 - Optimize Your Systems and Technology

Key #4: Ratchet Up Customer Attraction, Retention and Value

Strategy #7 - Unleash Sequential Marketing Campaigns that Deliver Significant Results
Strategy #8 - Delight Customers So Much They Become Evangelists

For Additional Help

If you'd like my personal help accelerating the growth of your business into a bigger, better, faster, more sustainable business, then make sure you contact me through one of the following options. I'd love to help!

Email: bruce@acceleratedgrowth.org

Web: www.acceleratedgrowth.org

Phone: 301-602-0448

Mail: Bruce D. Johnson, President,
Accelerated Growth Consulting,
P.O. Box 243,
Germantown MD 20875

Additional Resources

Go to www.acceleratedgrowth.org and click on the free resources link, where you can find

- Images of the Accelerated Growth model
- Free articles on a variety of topics from leadership to strategy to marketing
- The Six M's of Marketing Article mentioned in this free report
- The systems template mentioned in this report
- Book recommendations linked to Amazon.com
- My Personal MBA Book List
- The Make it Remarkable Process One Sheet
- Additional free White Papers

You can also check on my blog, The Accelerated Growth Blog at www.theagblog.com for additional ideas and insights on how to grow a bigger, better, faster, more sustainable business.

Senior Executive Weekly Review

Date: _____

1. What worked last week?
2. What didn't?
3. What needs to change?
4. What do I/we need to do this week to **generate more profitable strategies** (strategy and R & D work)?
5. What do I/we need to do this week to **elevate executive effectiveness** (leadership and financial management work)?
6. What do I/we need to do this week to **maximize operational performance** (people management and operations work)?
7. What do I/we need to do this week to **ratchet up customer attraction, retention and value** (marketing and customer service work)?