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2 Minute Test

What business growth phase are you in?

Once you can identify which growth phase your business is in,
for the first time you will be able to predict what lies ahead.

2 Minute Business Growth Test

Simply tick the statements that best describe how you are feeling right now; then tick the statements that describe how your business is acting.

Don't take too much notice of the names of the phases. For instance you can be in the Start Up phase even though you have an established business and you can be in the Expansion phase even if you aren't thinking about your next big development. Keep in mind that growth phases are cyclical so if you have been in business ten, fifteen, twenty or even fifty years you will have been through the cycle several times.

You will find the section where you have the most ticks represents the phase you are experiencing right now. Give the test a go.

The Start Up business owner says:

- "This is fun, scary, fun, scary, fun, scary"
- "I worry that I will fail"
- "I feel isolated"
- "I feel a fraud"
- "I switch from job mode to business mode"
- "Work goes from full stop to full on"
- "I worry constantly about where the next sale is coming from"
- "I feel like I am just guessing when it comes to pricing"
- "There is never enough money"

The Start Up business:

- Focuses on the product not the customer
- Wants to be all things to all people
- Often doesn't achieve goals and isn't as productive as expected
- Can be restricted by their resources
- Can't predict what will happen next
- Has cash flow problems

The Take Off business owner says:

- Hey, I am doing it ... and I'm good at it"
- "Finally, I really get what they mean by working on the business not in the business"
- "At last, I can see the wood for the trees"
- "I can see opportunities on the horizon"
- "I want more and I want to do it my way"
- "Bring back cash flow worries, they must be better than worrying about staff"
- "I am only just coping with growth"
- "I am at a crossroads. Do I want to continue?"
- "This is so frustrating"

The Take Off business:

- Has a strong understanding of clients and the marketplace
- Has basic systems in place
- Has access to business data
- Has an established client base
- Is in the process of moving from opportunistic to strategic
- Has industry and marketplace networks
- Has a reputation
- Lacks a clear organisational structure
- May be facing serious competition

The Consolidation business owner says:

- "Revenue and profitability are good, but things don't feel right"
- "The business is too reliant on me"
- "What's happening? All of a sudden the phone system can't cope and computers keep crashing"
- "I'm frustrated with my staff"
- "Some of our systems and processes are in meltdown"
- "I am not having fun"
- "I feel isolated and frustrated"

The Consolidation business:

- Is financially sound with an established client base
- Is well positioned in the marketplace
- Has a complex structure and markets
- Takes a mainly strategic approach
- Has an interest in technology
- Finds that everything set up on day one begins to fail
- Is internally rather than externally focused
- Finds that usual solutions don't work
- Can suffer from poor staff morale

The Expansion business owner says:

- "Business is booming, I can finally see the real potential"
- "My vision for the future has never been clearer"
- "I want a return on my investment and expertise"
- "I think about my business differently now"
- "What about me?"
- "I need a challenge"
- "I want to expand"
- "I am willing to learn"

The Expansion business:

- Has learned the valuable lessons of small business growth
- Acts like a larger business
- Makes decisions through teams and groups with guidance from the business owner
- Can access capital for expansion
- Has strong external focus
- Performs well consistently

Need More?

Find out more about the small business growth phases and how you can use them to build your business in Linda Hailey's "Your Business Your Future". Or, if you need some specialized consulting to capitalize on your business contact Linda Hailey on 61 2 9956 6639.