

## 2 Minute Business Growth 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*

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

The Start Up business:	
<input type="checkbox"/>	Focuses on the product not the customer
<input type="checkbox"/>	Wants to be all things to all people
<input type="checkbox"/>	Often doesn't achieve goals and isn't as productive as expected
<input type="checkbox"/>	Can be restricted by their resources
<input type="checkbox"/>	Can't predict what will happen next
<input type="checkbox"/>	Has cash flow problems

<b>The Take Off business owner says:</b>	
	"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"

<b>The Take Off business:</b>	
	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

<b>The Consolidation business owner says:</b>	
	"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 specialised consulting to capitalise on your business contact [linda@lindahailey.com.au](mailto:linda@lindahailey.com.au)