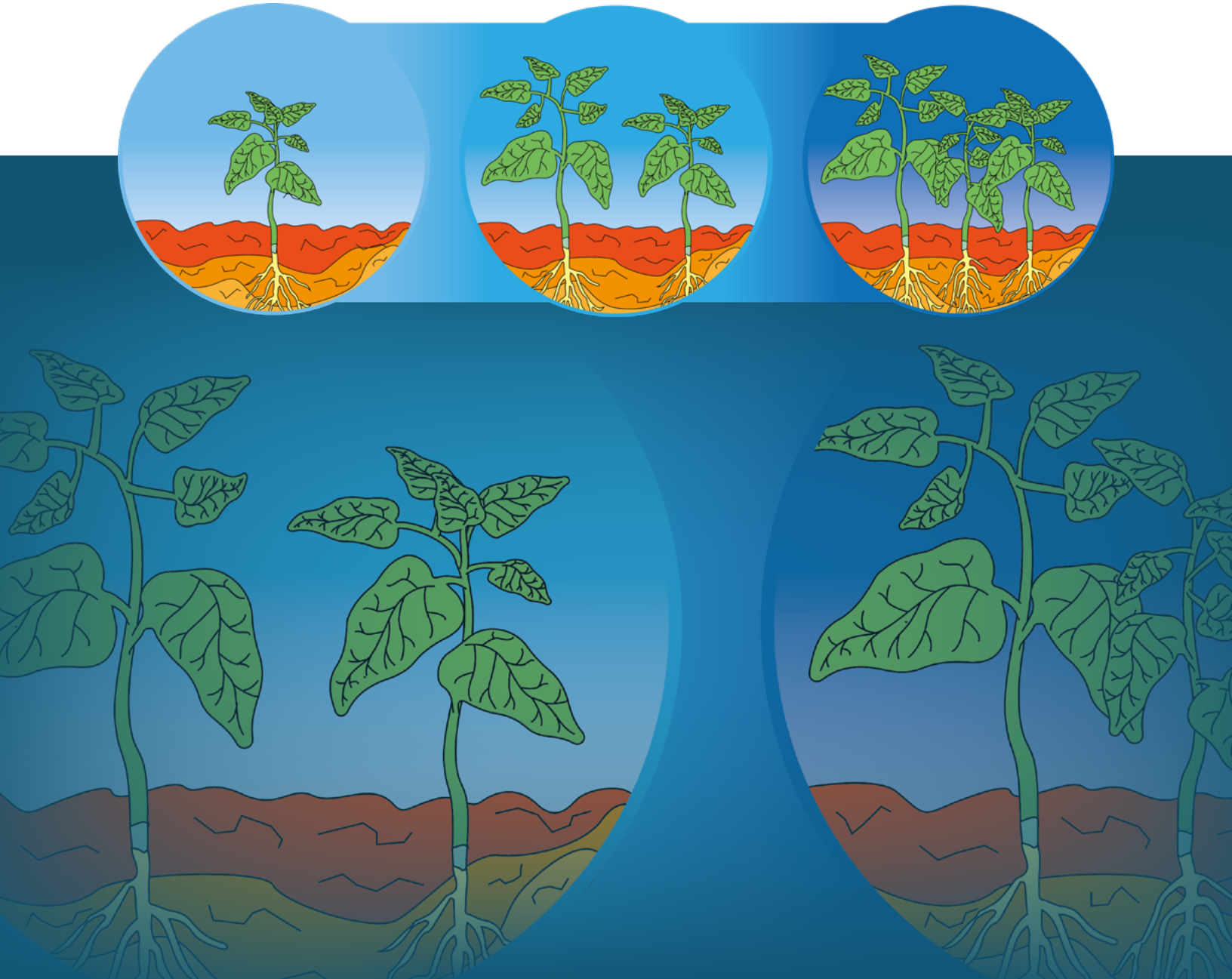
The PREDICTABLE SUCCESS Online Learning Center

Workbook

Predictable Success

for Solo, Micro- & Smaller Organizations



This is the workbook for the *Predictable Success Course Predictable Success for Solo, Micro- & Smaller Organizations*. Complete the following to develop a deeper understanding of how to move towards Predictable Success.

Objectives

1) Identify your growth stage
   a. Complete a diagnostic assessment
   b. Identify the appropriate Growth Toolkit strategies

2) Optimize your team
   a. Evaluate your team's leadership styles
   b. Evaluate your team composition

Activity I: What Growth Stage Am I In?

1) Place a checkmark beside the qualities you believe you and/or your business possesses.

A
- ☐ Trying to replace external funding with cash from operations
- ☐ Trying to establish your place in the market
- ☐ Unsure yet how to mine the market
- ☐ Up against the clock to secure funding

B
- ☐ Selling, selling, and selling some more
- ☐ Flexible organization
- ☐ Responsive to consumer needs
- ☐ 'Big Dogs' becoming prevalent
- ☐ Complexity beginning to increase

C
- ☐ Mistakes and errors becoming more common
- ☐ Profitability is reducing
- ☐ Sense of loss of control
- ☐ Feeling doubtful or less confident
- ☐ Internal loss of alignment
- ☐ Infighting
- ☐ Lack of systems and processes

D
- ☐ Organization is controlled
- ☐ Organization is flexible
- ☐ Needed systems and processes have been introduced
- ☐ 'Big Dogs' have reduced
- ☐ Viable entity in own right (independent of owner)

Tally up the number of checkmarks you have in each column below:

MY TOTALS:			
A	B	C	D

Use the following key to decipher your results. The column with the most points is the growth stage that you are most likely in.

A: Growth Stage 1: Early Struggle
B: Growth Stage 2: Fun
C: Growth Stage 3: Whitewater
D: Growth Stage 4: Predictable Success

a) Review your Growth Stage. What toolkit strategies should you be employing now to reach Predictable Success? How can you implement these?

Reflect:

Activity II: Optimizing Your Team

1) Consider your team members and what primary leadership style they most likely employ.

NAME	ROLE	PRIMARY LEADERSHIP STYLE(S)
Jane Doe	*General Manager*	*Processor*

2) Map your team members onto your Growth Stage as identified in Activity 1

GROWTH STAGE	VISIONARY	OPERATOR	PROCESSOR	SYNERGIST
Example Stage	*Jane Doe*	*Jane Doe*	*None*	*None*
Early Struggle				
Fun				
Whitewater				
Predictable Success				

Consider:

1) Is your team composition appropriate for the growth stage you are in?
   a) *If yes: What leadership style should you prioritize in the next hires you need to make, if any?*
   b) *If no: What leadership styles are missing? How can you introduce these into your organization?*

Reflect:

Notes:

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Meet Your Course Leader,
Les McKeown

Les McKeown is the Founder and CEO of Predictable Success.

Les first began to recognize recurring growth patterns early in his career as a serial entrepreneur. In addition to being involved in the launch of more than 40 companies before he was 35, he was at the same time a founding elder in a fast-growing church, while serving on the board of a number of charities and not-for-profits.

Les used the experience he gained during that time to co-found one of the first business incubators in the world, which he and his then business partner developed over a decade into a multi-national consulting company that advised on the creation and growth of hundreds of organizations worldwide.

Struck by the similarity of issues faced by all successful new ventures, Les began to codify his understanding of the repeating patterns of growth, publishing his Wall Street Journal and USA Today bestseller "*Predictable Success: Getting Your Organization On the Growth Track - and Keeping It There*" in 2010, followed in 2012 by "*The Synergist: How to Lead Your Team to Predictable Success*".

Les is a trusted advisor to fast-growth SMEs and thriving not-for-profits as well as Fortune 500 companies and a number of the largest government agencies in the world.

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