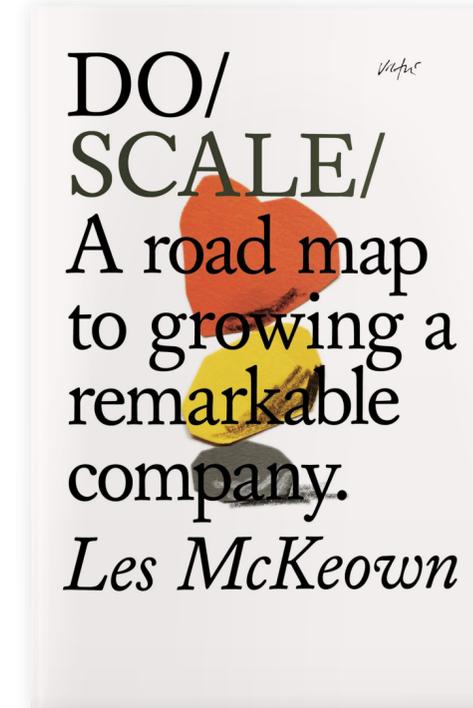
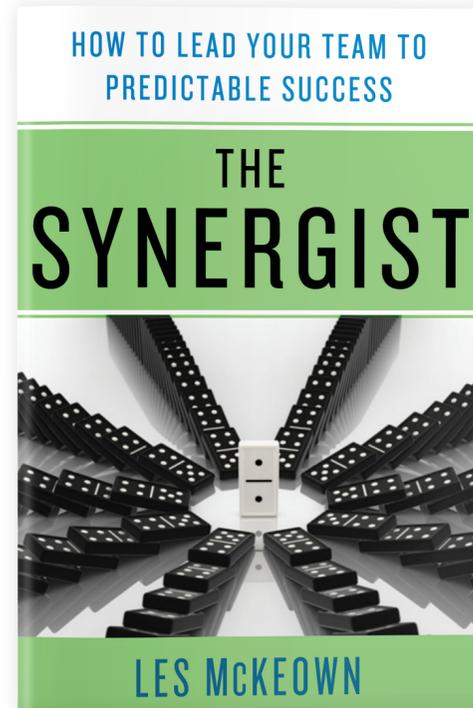
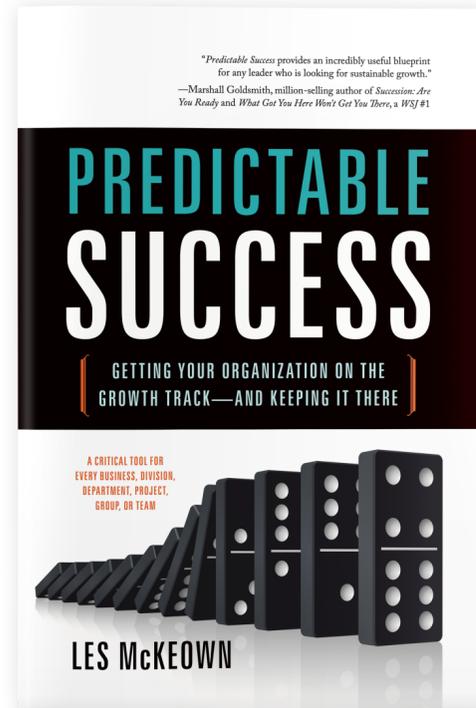


# The 5 Hidden Keys to Unlock Sustainable Business Growth



## Les McKeown, Founder and CEO, Predictable Success



# The 5 Hidden Keys to Unlock Sustainable Business Growth

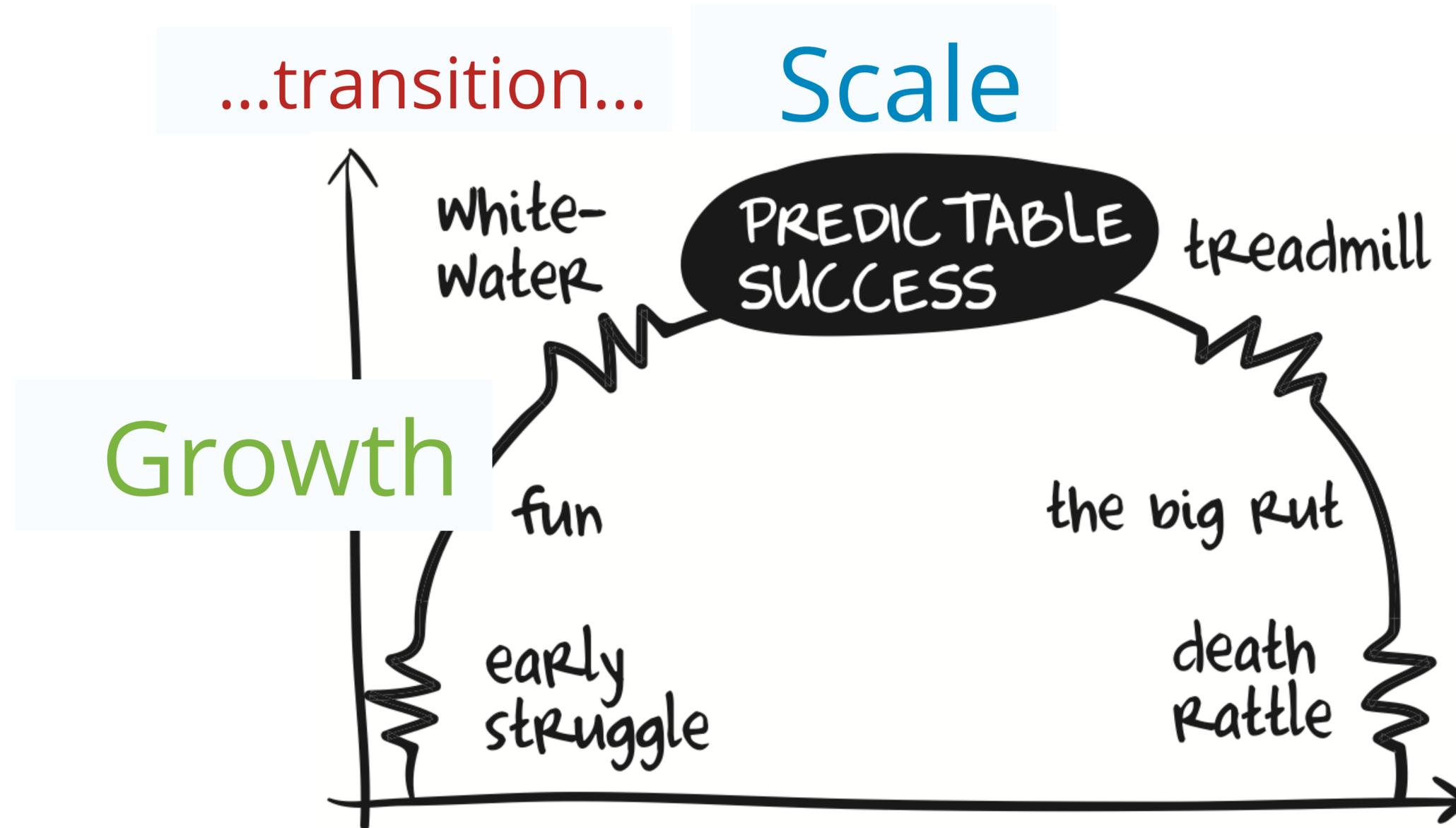
1. Know whether you want to **grow**, or to **scale**
2. Understand the behavioral demands of each
3. Design your road map
4. Develop the team you need
5. Learn how to execute



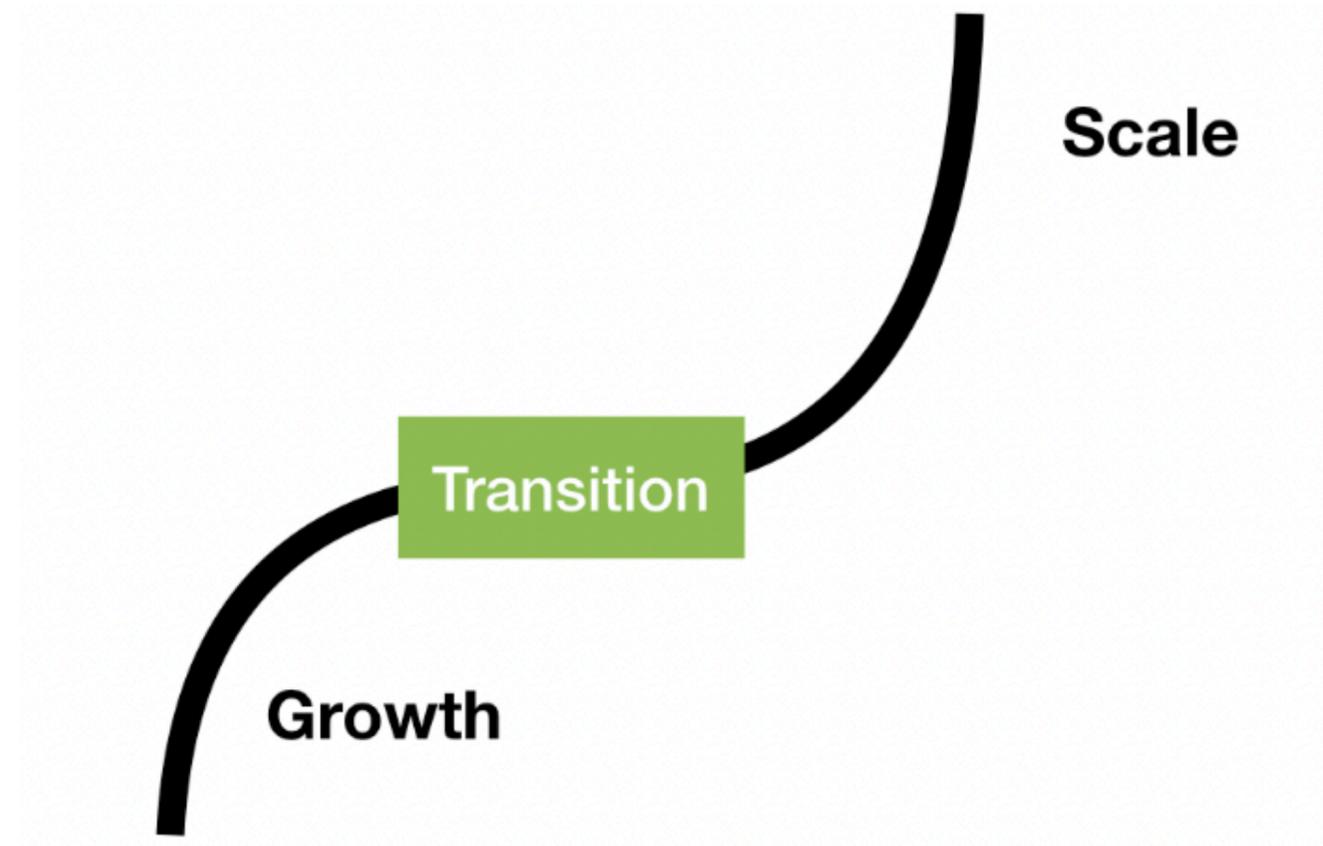
# Comments & Questions

Put your comments &  
questions in the Q&A box!

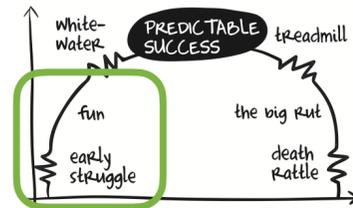
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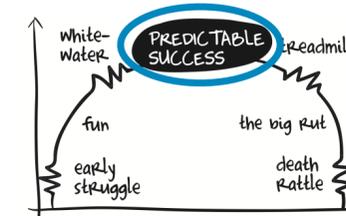
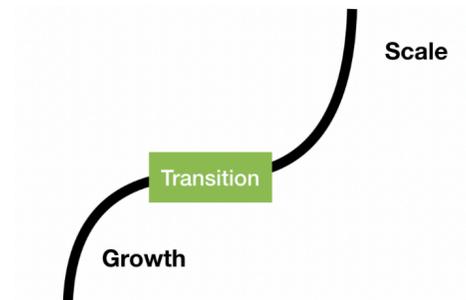
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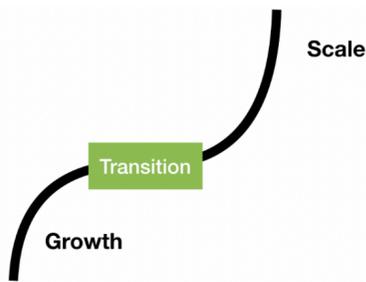
# 1. Know whether you want to grow, or to scale



**Growth** is the linear, organic natural, opportunistic growth we achieve in the first 2 stages of the growth Lifecycle (Early Struggle and Fun).



**Scale** is the ability to sustainably grow your organisation to whatever size your industry or sector will allow, in whichever market segment(s) you choose to engage in, and is achieved at the Predictable Success lifecycle stage.



# Organic growth and scaling each breed differing support systems.

- ✔ **GROWTH IS CONSTRAINED INTERNALLY**  
Growth is always constrained by current resources (financial, staffing, stamina etc.)
- ✔ **SCALING IS CONSTRAINED EXTERNALLY**  
Once you have the right structures in place, scale is constrained only by the size of your market.
- ✔ **THE DIFFERENCE BRINGS SUSTAINABILITY**  
Think of taking the stairs versus taking the elevator
- ✔ **SCALING IS A BLUNT INSTRUMENT**  
Scaling involves a commitment to one primary goal: *sustainably maximizing market share over the shortest achievable time span.*
- ✔ **GROWTH IS VARIEGATED**  
Growing organizations can more easily juggle competing goals.

# 2. Understand the behavioral demands of each

## How to Grow

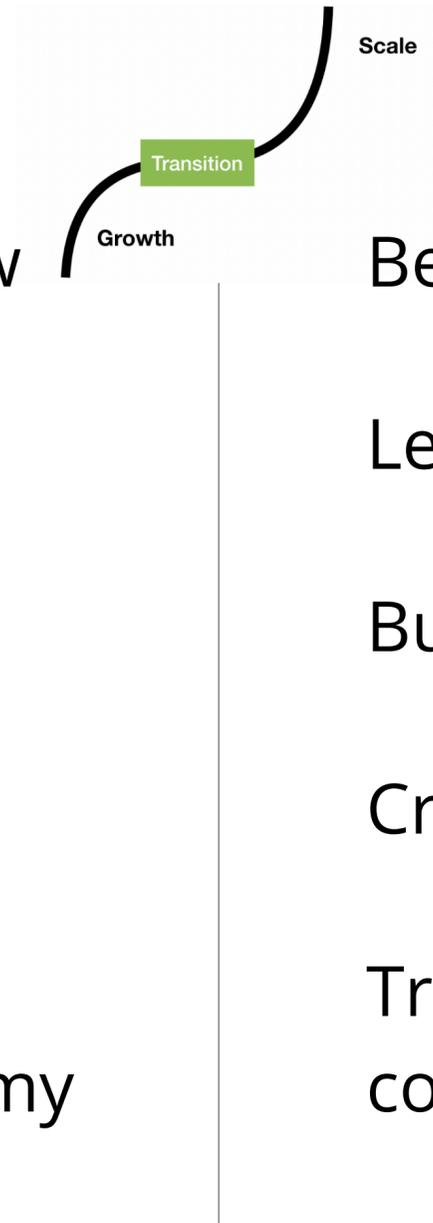
Say 'Yes' to everything and somehow make it happen

Play flockball

Build superheroes

Create myths and legends

Enjoy maximum freedom & autonomy



## How to Scale

Be clever about saying 'No'

Learn to make the ball do the work

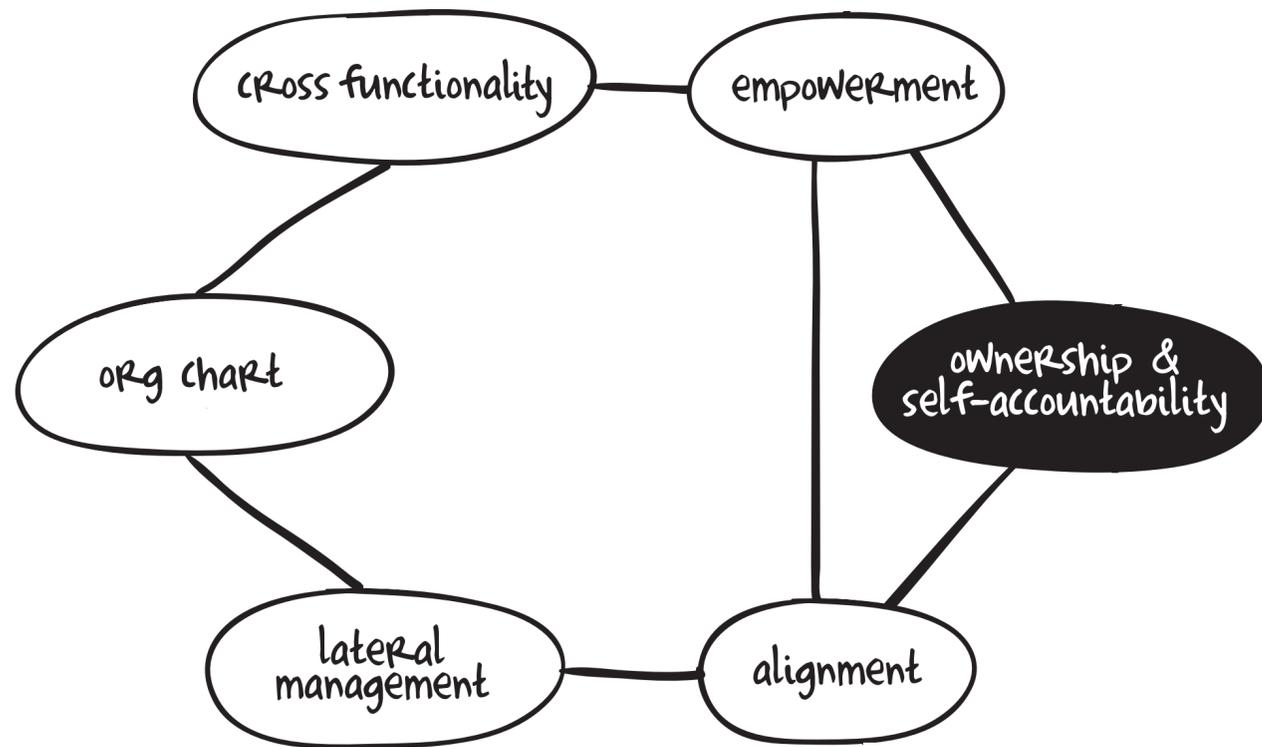
Build super-teams

Create quests (shared goals)

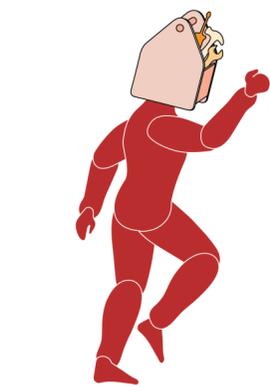
Trade (some) freedom & autonomy for consistency and process

# 3. Design your road map

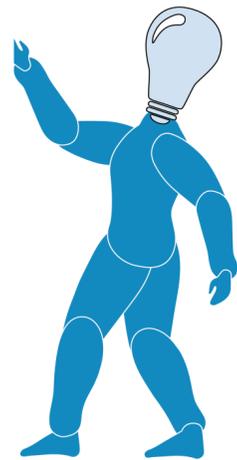
Growth



# 4. Develop the team you need



Operator



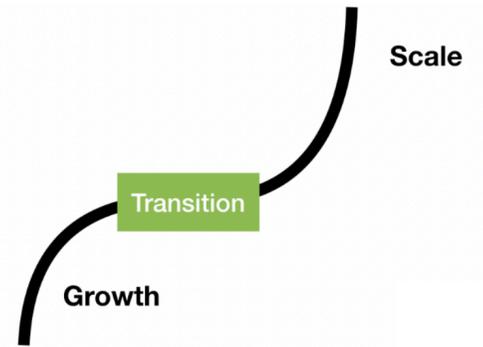
Visionary



Operator



Operator

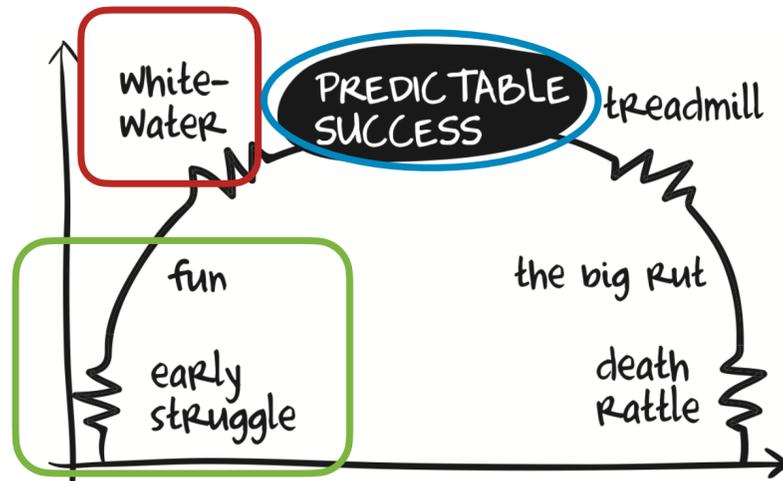


Visionary



Operator

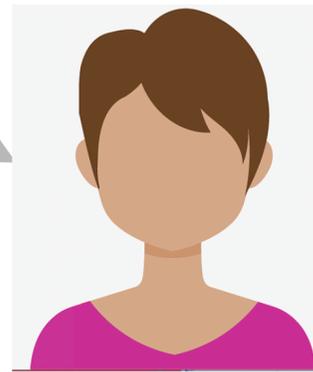
# 5. Learn how to execute



	Decision-making	Execution
Early Struggle & Fun (Growth)	Fast	Fast
Whitewater (...transition...)	Fast	Slow
<b>Predictable Success (Scale)</b>	Slow(er)	Fast
Treadmill (Decline)	Slow	Slow

# Execution in growth phase

Data + Anecdote



Analysis



Decision

 PREDICTABLE  
SUCCESS

# Execution at scale

Multiple Data Sources



1. Single source of truth



Analysis



Interaction & Analysis

2. Decision-making process



Decision

PREDICTABLE SUCCESS

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**Watch your inbox for a link to the replay + deck plus additional resources**



# Comments & Questions

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questions in the Q&A box!