

SECRETS TO BUSINESS GROWTH

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INTRODUCTION

Greetings, business builder

Do you have a unique plan in place to boost sales, boost profitability, and achieve company excellence?

Are all members of your team following the corporate plan, deliberating wisely, and working hard?

How about increasing your company's worth by 10 times or more in a short period of time, while spending the same amount of time, if not less, working on it?

The most significant information you will ever read will be included in this article if you are interested in any of those scenarios.

When you employ these techniques, business expansion and profitability won't ever be issues again.

These tried-and-true tactics, which are responsible for billions of dollars' worth of sales across a wide range of sectors, may create empires that endure the test of time and outlive any economic conditions.

With the use of these tactics, you'll be able to unjustly dominate your market and grind your rivals to a powder while generating goodwill and attention for your company.

How are we aware?

Because over 70,000 businesses across six continents have employed these battle-tested tactics.

What you'll discover in this report is:

- Why most businesses don't scale. why only 99.6% of firms make \$10 million in sales. What are the 0.4% doing to achieve such success, exactly?
- The 4 stages of scaling that any company must go through.
- How to handle these four stages of growth and apply what you learn to dramatically increase your revenues
- The 7 steps to increasing your business's worth by 10X in three years or less

For us, these tactics have been effective. They now work for our customers thanks to us. We're here to show you how to use them to your advantage right now.

If you want to learn the best-kept business secrets, the ones that will enable you to increase your revenue exponentially, continue reading.

WHY DON'T MOST BUSINESSES GROW?

Why do 99.6% of companies fail to generate \$10 million in revenue? What are the 0.4% doing to achieve such success, exactly?

Definition of scale

When your business expands, you bring in more money, take up more of the market, and employ more people. Because growth costs money, your expenses typically increase at a similar rate, if not higher. The outside world is what it is.

The stress levels and drama surrounding your team's everyday activities are through the roof, according to the internal reality. All of this results in longer workdays and less time with your family and other important things.

Scaling is a very different matter. When you're scaling, your revenue increases far more quickly than your costs do, leaving you with the money and resources you need to help you finance and support the expanded firm. You'll have the chance to assemble the ideal team, make investments in equipment and supplies you previously couldn't afford, and lessen operating tension. You can reclaim your life while scaling!

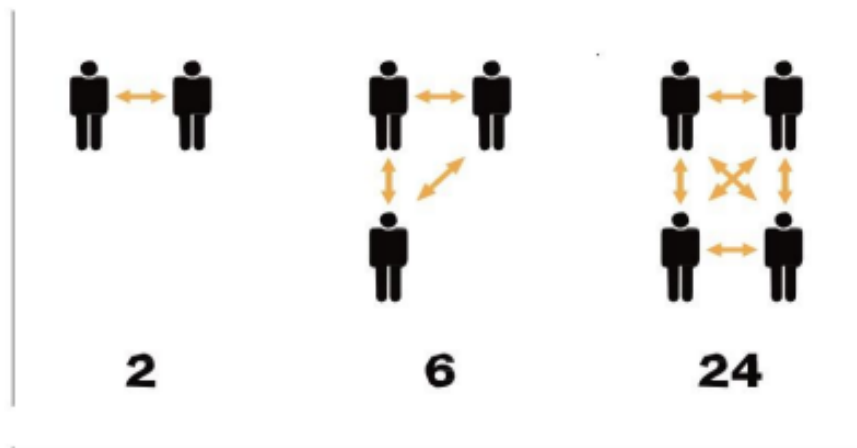
A rule of thumb for what scaling is:

when your growth is twice as fast as the industry average while your costs are steady over time.

The main cause of failure to scale is complexity.

Remember when your business consisted only of the founder, one helper, and a plan written on the back of a napkin. There are just two channels of communication in this start-up environment (or degrees of complexity). The degree of complexity triples from two to six when a third person (or customer, location, or product) is added. It quadruples to 24 when you add a fourth.

The team only expands by 33 percent when it grows from three to four persons, but complexity can rise as high as 400 percent. And the level of intricacy just keeps rising.



You'll need to develop new skills while you're trying to advance yet find yourself in a valley of death.

What took you to this point won't get you there. Depending on the stage of development you are in, you will need to master a particular competency.

THE 4 PHASES THAT ALL SUCCESSFUL BUSINESSES GO THROUGH



Here is a summary of the four scaling-up stages:

1. Startup: 1-5 employees
2. Grow up: 6-15 employees
3. Scale-up: 16-250 employees
4. Dominate your industry: 250+ employees

Why do we classify these stages using personnel counts rather than revenue?

The first is that success and revenue might differ between nations. The second reason is because people, not an increase in money, cause complexity, as I shown in the last chapter.

Before we go into what to anticipate at each of these four stages, you should be aware of this interesting fact. To advance from one stage to the next, you must unlearn what you previously knew that helped you reach that level and then re-learn fresh information to reach the subsequent level. Imagine it being like operating a car. The gear that brought you there won't get you to the next level of speed once you reach a particular speed. You must change gears. Your engine will burn out if you don't.

Stage 1 – Start Up

often 1 to 5 workers. You are everything as the leader. You become the hub of the business and a master of all trades.

At this point, developing products is your first concern, followed by confirming your company concept. Most profitable businesses eventually sell a good or service that is quite different from what the founders initially believed the market required.

Stage 2 – Grow Up

typically, 6–15 workers. Your leadership acumen has improved. The business now relies on other people carrying out their jobs.

At this point, hiring the right staff takes second place to your sole concentration on sales.

Why sell? You currently have debts and wages to pay. Realizing that your staff and their families rely on the performance (sales) of your company is both humbling and terrifying. You are not simply accountable for serving a community of clients and partners.

Why choose the proper team? Since you are now delegating and no longer directly control the product you are selling, you must assemble the ideal team.

Stage 3 – Scale Up

typically has 15 to 250 workers. A leader of leaders, you are. You are aligning and streamlining processes, placing your bets on a small number of items, and attempting to 10x, 100x, or 1000x them after your organization has verified its product.

Your priority is to scale, and your concentration is on establishing your position in the market. Prior to this, your rivals didn't even recognize you. Now is your moment to start inserting yourself and contesting their position in the market. You won't get to the next step unless you scale your business in terms of infrastructure, personnel, and operational procedures.

Stage 4 – Industry Domination

typically, more than 250 workers. You begin a war to dominate the market, and you hold a substantial portion of it.

Your priority is consistently innovating your business while your concentration is on ruling the industry. When leaders reach this stage, they typically feel a sense of success and believe that if they continue doing what they are doing, their standing will remain intact.

This is how a newer, smaller, and speedier participant in the market can gradually erode a company's strength until it is eventually forced out of business.

HOW DO I GET THROUGH THE 4 STAGES OF GROWTH?

Understanding where you are currently is the first step. It's crucial to be self-aware in order to recognize your priorities, skills, and limitations.

Let's now examine each stage of the dynamic growth model so that you may comprehend its priorities, obstacles, and crucial choices that must be made in order to advance to the next stage.

STAGE 1 Start Up	STAGE 2 Grow Up	STAGE 3 Scale Up	STAGE 4 Dominate your industry
1-5 employees	6-15 employees	16-250 employees	More than 250 employees
Focus on: Product development	Focus on: 100% focused on sales	Focus on: Define your industry	Focus on: Dominate your industry
Priority: Business model validation	Priority: Hiring the right team	Priority: Scale	Priority: Reinvent continuously
Barrier: Market Dynamics	Barrier: Leadership	Barrier: Infrastructure	Barrier: Comfort zone
Ability: Marketing	Ability: Delegate, predict, repetitiveness	Ability: Align and simplify	Ability: Adaptability (change catalyst)
Decision: Strategy	Decision: People and cash	Decision: Execution	Decision: People, Strategy, Execution & Cash

Stage 1 – Startup:

With 1-4 employees, you are now just getting started.

Focus: the development of products.

Priority: Validating your company strategy should come first.

Understanding your company model is crucial and doing so requires more than just having a written business plan. This entails speaking with customers, knowing how to modify your business plan as you discover more about your customers, and evaluating your business strategy against the realities of the market.

Barrier: Market dynamics are a barrier.

It's crucial to comprehend the market, and we think research is an essential tool for you to do so.

Ability: marketing.

Communication and connection with your potential customers are achieved through marketing. The only way to properly comprehend marketing is to actually try to sell your goods and services.

Decision: Choosing a strategy.

To scale at this point, it's essential to get your plan correct. Your plan must consider the dynamics of the market, your product development, and your tested business model.

Stage 2 - Grow up:

You now have between 6 and 15 employees. You have fixed costs like rent and salaries. When an entrepreneur is in the discovery stage, their age is greatest.

It's the most difficult stage because you start to experience numerous cash flow and leadership issues.

Focus: achieving 100% sales.

Priority: Hire the right team.

Because you can't offer an alluring wage or entice folks with a strong brand in Stage 1, you can't properly choose your personnel. Therefore, in Stage 1, you are truly chosen by your staff.

When you get to Stage 2, you have to change your strategy. You are now picking your staff. You must hire people more carefully and be certain of their roles.

Barrier: Leadership.

The entrepreneur works various jobs in Stage 1 including administrative, technical work, accounting, and more. You must develop into a leader in Stage 2.

Ability: Ability to delegate, anticipate, and repeat.

In order to build the business, you as a leader must now be adept at delegation, creating systems and procedures, and managing your team.

Decisions: Team and finances.

As was previously said, at this point, because you now have fixed spending, you start to have cash flow issues. Therefore, monitoring cash flow and selecting the best candidates to expand your company will be the two main factors in your decisions.

Stage 3 - Scale up:

At 16–250 personnel, you truly start scaling at this point. At this point, the engine you constructed earlier is primarily made of manual labour and is in the process of disintegrating. In order to accelerate the expansion of your company, you must begin investing in infrastructure.

Focus: Define the industry.

Priority: Scale is important.

You are too small to be considered a contender until this point in the business. Your main goal should be learning the fundamentals so that you can scale because once you get to this point, others will seriously compete with you.

Barrier: Infrastructure is a barrier.

It doesn't matter how difficult your procedures are in Stage 2 as long as they function. Simplifying your business operations becomes increasingly crucial as you mature.

Ability: Align and simplify.

10,000 people going through a complicated process is not feasible because it will increase costs and drama.

Decision: Execution.

Businesses that fail at this stage were unable to manage their execution properly or effectively. Your choices must be directed at creating an efficient system that makes execution simple.

Stage 4 - Take control of your sector:

You truly start to matter in the industry at this point. You have a well-known brand, are starting to capture new market sectors, and your salaries are rising with over 250 people.

Focus: Concentrate on ruling your sector.

Priority: Continuous innovation.

Larger pay makes it simple for an organization to settle into a comfortable routine, which might result in a decline or plateau. For this reason, innovation and reinvention are crucial to sustaining growth.

Barrier: Comfort zone.

The key to getting your team out of its comfort zone and producing fresh concepts is constant learning.

Ability: Flexibility (Change Catalyst).

Decisions: Each of the 7 competencies listed in the section below (Leadership, Team & Culture, Strategy, the Customer, Execution, Systems & Processes, Cash & Profit).

Businesses typically expand in a spiral. You must create a new base in order to advance to the next level.

Then you ascend and create a spiral-shaped new base. You can create successive new bases by switching between the four scaling up decisions.

HOW CAN I START ON MY JOURNEY TO GROWTH?

Understanding where you are currently is the first step. It's crucial to be self-aware enough to recognize your priorities, skills, and limitations.

Developing the seven fundamental competencies that transform you into a scalable leader is the second step. It can take years to become proficient in these talents, and you frequently won't need to use them yourself—rather, you'll need to lead others who do.

Essential skills required for scaling

Whether you'll be employing these competencies or managing your other subject matter experts, you must become knowledgeable in all seven:

Stage 1: People with Discipline

1. Leadership

You'll need to know how to lead because you can't do everything by yourself. A strong leadership group is one that has the expertise and insight needed to define the objectives and vision of your business. An excellent leadership team is one that can develop and change as the business does. They collaborate to accomplish goals and have a stake in the company's destiny.

The ability to build an executive leadership team that is unified in its vision, consistently aims to perform at a high level of engagement and is trusted to steer the business forward is the core competency of the leader.

2. Team and Culture

Would you eagerly rehire every member of your staff? Do you have the ideal team in place to help your business expand? Your organization will produce better results faster and with less effort if there is organizational clarity, accountability, and teamwork. Your goal is to create a team that lacks "people drama" and is capable, motivated, and productive. Focus on creating a vision, structure, and clear accountabilities to draw in and keep the right people. By taking responsibility away from the leaders, having a culture by design leads to bottom-up growth.

Stage 2: regulated thought

3. Strategy

You must develop a plan as you go. Be certain about your end goal while remaining open-minded about your journey. Strong top line growth is the result of a well-executed strategy. All aspects of a business are included, and it calls for structure, direction, data, procedure, and alignment. How effective is your current approach for you? Are you experiencing the desired sales growth? If your top line revenue is stagnant, decreasing, or falling short of your expectations, a strategy problem is most likely to blame. Do you have crystal-clear understanding of what makes you unique and useful to your clients? Is it known to EVERYONE in the company?

4. Customer

Have you outlined your ideal client, developed an alluring proposition, and standardized the customer lifecycle? Does your client life cycle lead to increased revenue? Do you comprehend the needs, wants, and worries of your primary customers? Have you used a system that is written, quantifiable, and actionable to establish the essential elements in the life cycle of your customers? When your core customer, customer life cycle, and brand promise are in alignment, increasing sales is easy to do.

Stage 3: Disciplined Action

5. Execution

By putting excellent systems and processes in place, you'll be driving scale. The bottom-line profit and time are driven by execution. The bottom-line profit will rise as a result of effective execution, and your management team will have more time to focus on the business. Does the conversion of top line income to bottom line profit occur within your organization? You need to reassess how you are carrying out your strategy if your revenue is rising but your profit isn't. Are your priorities crystal clear? Are all employees in the organization on the same page? Have you got SMALL NUMBERS that show how you're doing? Is everyone able to see it? Have you developed a productive meeting rhythm?

6. Systems

Do your systems improve the value and experience for customers? Systems comprise the vital building pieces of every business—people, procedures, information, technology, and innovation. Does your company have a systems discipline to optimize key procedures, deal with change, make decisions, and employ technology profitably?

7. Cash/Profit

Do you have the funds to support expansion? Understanding your cash conversion cycle, profitability analysis, cash flow story, and productivity is crucial for growth because it's the oxygen that your firm needs to function. Additionally, having a cash strategy in place enables the business to have a steady stream of cash to support expansion. To avoid going to the bank, how much money can you squeeze out of the current operation?

ASK YOURSELF THE FOLLOWING QUESTIONS AND SHARE THIS GUIDE WITH YOUR TEAM:

1. At what stage is the company?
2. Is the company concentrating on the appropriate Growth Dynamics?
3. Does the staff possess the skills necessary to advance the company?

HOW HAS LEADERSHIP EVOLVED?

You, the business leader, must transition from entrepreneur to CEO as your company goes through the four stages of scale up growth. This is how that evolution appears:

Stage 1:

You have many hats to wear. You might be balancing technical work, selling, marketing, developing new products, or even cleaning the restrooms. Although you have support from those around you, you are still responsible for carrying out the main tasks.

Stage 2:

At this point, you must assume greater responsibility as a manager who delegated and set goals. At this point, you are coaching individuals one-on-one, which is quite simple because you can take the individual out to lunch or dinner and devote a lot of time to their guidance.

Stage 3:

At this point, you are too busy to provide one-on-one leadership, and your job as a leader is much more challenging. An excellent comparison is that Stage 2 leadership is similar to playing checkers, whereas Stage 3 leadership is similar to playing chess.

Why does this matter? You can only use red or black pieces in checkers. The components can be arranged however you choose. However, in chess, every member of your team now has a unique set of strengths and weaknesses.

In order to maximize each team member's strengths and mitigate their flaws, you need to be considerably smarter about where you put them on the field.

In order to help your team, become the finest possible team players at this point, which includes enhancing communications, you also need to improve the coaching talent.

Stage 4:

At this last stage, you essentially orbit your organization like a satellite. Without you, the daily operations can continue without a hitch. Now more than ever, your role is that of a strategic innovator and change agent who creates the proper culture. To move the team out of their comfort zone, keep up with trends and innovations you have to construct in your business, and continually lead your sector, your main emphasis should be to establish a culture of growth and innovation.

TO DOUBLE, TRIPLE, OR EVEN QUADRUPLE YOUR BUSINESS, REQUEST YOUR FREE DR NIKI BUSINESS GROWTH DISCOVERY SESSION (WORTH \$1,000).

The only way to begin starting to become extremely successful is to get the information in this report correct. You must master these seven things if you're serious about controlling your market, tripling your income, and ten folding the worth of your company in your set Time Frame Goal or less.

If you're not, your company is likely to join the 99.6% of companies that fail to reach \$10 million in sales and even the 96% of companies that fail to make more than \$1 million in sales!

You now have everything you require to get going. But if you have any questions or need assistance putting any of the above into practice, get in touch right away. Even better, for a short period of time, we're giving you a free 30-minute Dr Niki Business Growth Discovery Session during which we'll talk about your company's objectives and difficulties and provide you with advice.

CLAIM YOUR NO-OBLIGATION FREE 30-MINUTES
STRATEGY SESSION NOW AND GET YOUR \$1,000
DR NIKI BUSINESS GROWTH DISCOVERY SESSION - FREE!

WARNING: Before claiming your free Dr Niki Business Growth Discovery Session, you must realize that only those who are serious about establishing their firm for long-term success are eligible. We require your commitment and passion to truly accelerate the growth of your company; if you're not ready for that, kindly do not waste our time.

However, if you're ready to take your company to the next level and dramatically increase your profitability, schedule your FREE Dr Niki Business Growth Discovery Session right away.

CLAIM YOUR FREE 30 MIN DR NIKI BUSINESS
GROWTH DISCOVERY SESSION

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PS. When you're ready... Schedule a call with me. I'd be delighted to provide you my 'made for you' views and recommendations... on the house, of course!

Dr Niki Trainings is a firm providing training, mentoring & coaching to businesses & founders of SMEs. We work with individuals & groups to achieve their next-level success.

Our office is located at [Premier Horizon \(M\) Sdn Bhd](#)