



T  **P**
5 SECRETS
— **TO** —
SCALING
YOUR BUSINESS

WITHOUT STRESS

Learn the Myths, Mistakes and Methods to the Madness of

Scaling your **Business**

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LET'S DO THIS!

When we talk to business owners just like you about scaling their business we hear things like, "it's so hard," "I don't want the extra stress", "I don't know how" or "I wish I could." Oftentimes, there is a perception that scaling automatically means more work and less free time.

What if we told you that scaling can result in **less** work and **more** free time?

Just vision with us for a moment:

It is six months from now. You have a highly competent, engaged, diverse team that is supporting the work. Your clients are excited to work with you and see your staff as trusted advisors. Your systems and processes are automated and running like a well-oiled machine. Your marketing strategies are no longer "spray and pray" but they are intentional, passionate, and clearly reflect your mission. You have no problem retaining top talent because your purpose and values are clearly aligned to the company culture. You make data driven decisions while leveraging the strengths of your human capital. There are new sales channels being discovered; strategic partnerships with key individuals across industries. New business comes easy to your company and the best part is that there are standard operating procedures that ensure smooth transitions as you onboard new clients. Client loyalty is at a high because they feel heard and valued, and know your products & services are second to none. Your company is constantly innovating and able to adapt and grow when the market changes.



How does that feel? Were you able to really feel into that vision? If not, then don't waste your time with this guide. Get some crystals and go out into the mountains and really think about what you want?

Are you ready to learn the myths, mistakes, and methods to the madness of scaling your business?



MYTHS TO BUST

Business owners, executives and senior leaders often share common (misinformed) beliefs about scaling a business – it's difficult / impossible / takes too long / costs too much / is for specific industries or markets only!

Let's bust the most common myths about scaling a business together, because the truth is, any business can scale with the right strategy and support in place.

Dead-wrong Myth #1

"My type of business cannot really scale."

"...having someone give you a roadmap to [scale] saves you countless hours and \$\$ trying things that don't work. My business has doubled and it has never been easier..."

- Natalie Fallbach, Loan Depot

As previously stated, any business can scale with the right strategy in place; now, 'strategy' is a pretty broad term considering all businesses have a strategy, so let's break it down further. While your business's future might hold unicorn-growth-status, spending too much time in this headspace won't serve any business owner aspiring to scale. It's imperative to break the strategy into achievable steps – the numbers, the timeline, even the Return on Investment (ROI) of hiring are all factors of scaling a business and are also all completely learnable and transferable across markets and industries alike.

This is one of the results [Organizational Rebel](#) gets when working with CEOs/Founders/Owners looking to scale – a step-by-step roadmap, customized to their individual business, to execute the company's growth strategy.

Dead-wrong Myth #2

"The quality will suffer if we scale."

First things first – let's talk about the fact that scaling and growing aren't synonymous (Jensen, 2018). What's the difference, then? Growing is about adding resource to match revenue growth – so both growth and revenue climb at the same rate as one another. Scaling is "about adding revenue at an exponential rate while adding resources at an incremental rate," (2018).



If this is true, about scaling, it means scaling businesses actually have an advantage when it comes to sustaining quality since the business isn't focused solely on matching resource to revenue. There is a way to scale without sacrificing quality. It is about taking the necessary steps to scale in an intentional way.

Dead-wrong Myth #3

"Scaling a business costs a lot of money upfront and ongoing."

It **does** cost money to run a business – every business has expenses! Scaling, however, is about increasing your revenue, not about decreasing costs. By looking at your current products and services, existing clients, and offering the products your clients are looking for and at the right price point (even if the price is higher) you allow your business to scale.



Dead-wrong Myth #4

"Scaling will solve all of my cashflow issues."

The only thing that solves cashflow is cash.

'Thank you, **Mr. Obvious!**'

However, with the right mentor helping you create a roadmap and understanding how your key performance indicators (KPIs) work, you will then have a better understanding of what is needed to focus on revenue growth.

It's also worth noting that sometimes business strategies ('scaling,' in this instance) are recommended as solutions when really addressing the root cause of a CEO's/Business Owner's/Executive's mindset around money / cashflow is paramount to business sustainability.



Dead-wrong Myth #5

"Scaling requires a huge team or established business functions."



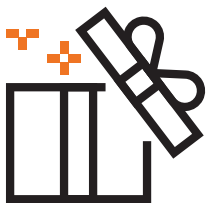
No huge team is needed – just the right team. You want smart and qualified people on your team; you want to make sure you are balancing out your strengths and weaknesses through diversified hiring practices, rather than duplicating yourself.

Also, remember, scaling doesn't mean growing resource at the same rate as revenue, and the talent at your company is no different. Do you know how many rapidly scaling startups hire so fast that they realize too late that they have 12 people on an Operations team, each with a miniscule yet overlapping scope of work, who don't know what to do with themselves?

Too many.

Dead-wrong Myth #6

"Everything must be in place / perfect before I scale."



Perfectionism is a maladaptive behavior not a business solution.

Not to mention the fact that this statement – everything needing to be in place prior to starting to scale – again conflicts with the idea of scalability as equivalent to growth, suggesting that when revenue rapidly surges, everything needs to quickly 'get in place' before the company can go further.



Dead-wrong Myth #7

"Scaling takes a really long time."

Once you have the right products, processes and price points, scaling usually happens in relationship with the effort and energy in following and implementing a plan!

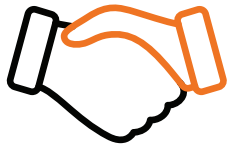
Basically, if you do nada, you get nada – and vice versa!



MISTAKES TO ANTICIPATE + AVOID

Mistake to Anticipate + Avoid #1

Not hiring well.



Remember how many startups we referenced that make the mistake in their early stages of rapid growth of hiring a ton of talent simply due to growth without really thinking about what is needed / what these people will do?

Yeah... don't do that.

Take the appropriate, data-driven and evidence-based approaches to hiring, such as conducting a proper job task analysis for every position, forming competency matrices for all functions and positions at the company and make sure you understand what you, your senior leadership team and your investors care about before making hiring decisions you can't reverse.

Mistake to Anticipate + Avoid #2

Focusing too much on marketing and sales.



OK, what if you get a ton of people running your way to buy a product or service that you haven't yet created or refined? Or, what if you spend your startup funds on a new website yet still have no lead pages or ways to convert website visitors to paying clients? It's common for business owners and startups to put most/all of their eggs in the marketing basket, and you better have a really stellar (*ahem* Apple) product to get away with it.



Mistake to Anticipate + Avoid #3

Not collecting employee feedback.

Your employees will give you the biggest golden nuggets of feedback; you are literally sitting on a goldmine of information you can leverage to improve your strategy. You'll also probably get a broader list of ideas on how to scale than if you were to try to figure it all out on your own. And finally, turnover is one of the more expensive losses a company can endure, so doing everything you can to prioritize your people would serve you in years to come.



“ My business revenue has grown 30%. I have hired my first employee, obtained my own private label skin care line, and spend less time spinning and more time winning. ”

- Kristin Near,
Botanica Spa & Salon

Mistake to Anticipate + Avoid #4

Not collecting customer feedback.



Ditto to everything stated from #4 but with customers + retaining them as loyal customers (since you will better increase revenue if you are bringing in new customers/clients in addition to renewing/sustaining more tenured clients).



Mistake to Anticipate + Avoid #5

Failure to sustain the initial vision and culture of the company.



Many startups that get funded well and fast do so because they have a really strong product/service + a really strong culture. What startups usually have a difficult time doing is sustaining that culture at scale – when companies are frantically trying to match resource to revenue growth, it becomes more tempting to make decisions that will quickly cut costs or immediately fill a gap without considering the implications or natural consequences the decisions will have on the company culture.

When you prioritize your culture, you prioritize your people, since you hire those with similarly aligned values. Guess what happens when you prioritize your people (i.e., invest in human capital)? They show up; and they stay. They are going to help you scale and stay true to the 'Original Gangster' (OG) mission of the company.

Mistake to Anticipate + Avoid #6

Disorganized accounting.



Not having an accounting system set-up or the basic knowledge of accounting will have a huge impact on your business. This is a MUST if you want to stay in business. Being disorganized could lead to missed payments both to you and to your suppliers. So, having at least a basic knowledge of accounting or a referral to outsource it is a must.

Mistake to Anticipate + Avoid #7

Thinking, 'go big, or go home,' is the answer.



Repeat after us: We do not need to match resource with revenue growth... we do not need to match resource with revenue growth... we do not need to match resource with revenue growth... 😊



METHODS TO THE 'MADNESS' OF SCALING

Top 5 Secrets to Scaling Your Small Business Without Stress

- * **R**edesign Your Organizational Vision
- * **E**nlist Help From Smart People
- * **B**uild Your Strategic Roadmap
- * **E**ducate Your Team
- * **L**everage Your Time to Increase Productivity & Profit

This leads to RESULTS = Rebel Results Method™ – which we break down in further detail below

#1 Redesign Your Organizational Vision



Staying in your comfort zone is never going to take you where you want to go. Step out and step into a new set of beliefs about you and your role in the company. What is your vision (go back to the “Let’s Do This” section in this guide if you forgot)?

Now, picture yourself leading the amazing company you desire. Do you have a CEO mindset or are you still thinking like the martyr who needs to do everything? Do you think Steve Jobs would talk to you on messenger? Posting on social media? Working for \$15.00 an hour? How do you want to show up?

Okay so let’s be real. Mindset shifts don’t happen overnight. However, we have found that a determining factor in scaling success is ensuring that your success roadmap includes redesigning your vision and being crystal clear on your role and the role of your trusted team members.

Our process includes organized actionable steps to change “redesign” thinking with the end in mind – your company vision and where do you want to go.



“ I was in private practice and I was basically a one man show and a slave to my own business. I worked much harder than I had to. After working with [Organizational Rebel LLC], I have grown my business tremendously. I now have an incredible staff of 10 therapists and we continue to grow. We are able to serve the community in a much larger capacity, and that is so important to me. Not only that, but my revenues increased exponentially. I had a 200% growth in revenue...”

- Yvonne Williams Casaus, Owner, Cottonwood Counseling

You want to enlist the help from someone who has scaled businesses before like a mentor or consultant who has already been there and done that. Otherwise, you risk the chance of making mistakes that could have been avoided. Scaling can be counter-intuitive. So, if you are only consulting your crystals to find out how to scale you are at a huge disadvantage.

You want someone who based on their experience has a clear, actionable plan that is customized to you and your unique company.

As you scale you may find that you need a team around you with specific skills sets. You want to rely on your team and not try to do everything yourself. Forming the right team is critical. Knowing who to hire, how to hire, and how to get the best from your folks is an art.

You want to make that investment in your badass self and surround yourself with other folks who are experts in their craft.



How do you stand out from other companies like yours?
What is your dominating market position?
How are you getting new clients, converting and keeping them?

All of these questions should be pretty easy for you to answer, ultimately forming your roadmap. Creating that roadmap as a baseline for business growth is critical.

At a minimum, the roadmap should include key strategies for different business units (based on your unique needs/company

- Operations
- Products
- Sales
- Marketing
- Finance

And, most importantly the elements for sustainability, and the strategies to implement to get there, including

- Industry analysis and research
- Leveraging human capital
- Business risk analysis
- Risk management
- Contingency planning

And, should be grounded in proven methods

- Stakeholder analysis
- Job task analysis
- Functional analysis
- Training needs analysis
- Return on Investment (ROI) studies
- Business impact analysis
- Feasibility analysis
- Failure mode and effects analysis



These all lead to data driven decisions, which is essential for today's business survival.



It is great that you have a team but now what? They are experts in their own areas but now they need to become experts in your mission, vision, values and culture.

You need to explain why they are doing what they are doing. Gain feedback so they can co-create with you. Invest in the education of your team. Give them current resources and incentives. Don't fall into the "no one can do it like me" crap. That is when you are destined to fail. Set your folks up for success!

Doing these activities builds a culture. And it is far easier to create a culture than try to reshape one later.

" In the nonprofit world, having the extra money to put back into the community is literally GOLD. \$331,440 was the amount we were able to and [with the help of Organizational Rebel LLC] – we could not be happier!"

- Roberta Chavez, State of the Heart Recovery

This is where all the hacks come in. Learn from a team that has done this before.

Personal hacks like:

- Organizing your day, the night before
- Chunking your work
- Learning to say no

“...changed the way I looked at growing my business. By implementing the techniques and systems, my business has sky rocketed!”

- Iris Romero, Iris Romero Lifestyle

Company hacks like:

- Using other people’s time and money – crowd funding
- Using independent contractors as part of your team
- Engaging in joint ventures
- Using technology to automate processes

All of this will lead to results and give you data driven decisions



#TRUTHBOMB

Okay, so you can move forward keeping these 5 Secrets in mind and reviewing the myths, mistakes and methods we outlined for you. It may take a while however if you follow what we outlined, you can scale with way less stress!

Or, you can actually talk to us...live... and we can give you some of our top tips right now, based on where you are and where your business is...

Not a sales pitch, not a "discovery call" where the only thing you are discovering is how to be charmed by a fast-talking salesperson.

A real, live, human, who cares about helping business owners live their dreams without stress will talk with you, at no cost! And, give you some helpful tips.

Why, do we do this? Well of course, we hope that you will get so much value that you realize how much more efficient it would be with our help. And YOU ask us, about working together.

But even if you decide that you want to go at it alone, that is OK! We love connecting with new folks who may be possible collaborators with us in the future.

You have nothing to lose. Sign up now for a Calibration Call with one of our top strategists. Go to www.RebelHelp.com to sign up for your free session now.

www.OrganizationalRebel.com