



GROWING YOUR BUSINESS IN CHALLENGING TIMES

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Characteristics of Growth Businesses

1. Have clearly defined and easily understood vision and values

WIN

- Our Values

Excite every FAN

Inspire our PEOPLE

Dedicated to our TEAMS

Leaders in our COMMUNITY

- We do this with

PASSION PRIDE PERFORMANCE

ET CETERA » DILBERT



Characteristics of Growth Businesses

2. Hire and retain the best and brightest people who share those values and create a high performing team

Characteristics of Growth Businesses

3. Clearly state what business you are in or the opportunities available and state your growth objective

Characteristics of Growth Businesses

4. Have a comprehensive and involved Business Planning Cycle

Characteristics of Growth Businesses

5. Constantly monitor the market place, you customers and your performance

Characteristics of Growth Businesses

6. Communicate, communicate and communicate

Characteristics of Growth Businesses

7. Empowered and energized employees

Obtaining Financing

- Tell a compelling and complete story
- Have a detailed Business Plan
- Show the uses of the borrowed funds and the timing of repayment
- You are in full sales mode

Obtaining Financing

- Sources may include:
 - Family
 - Friends
 - Banks
 - Credit Cards/Personal Lines of Credit
 - Suppliers
 - Government funding & grants – Economic Development Corporation
- Go to several institutions – keep knocking on doors until one opens