



1

## The Business Fundamentals

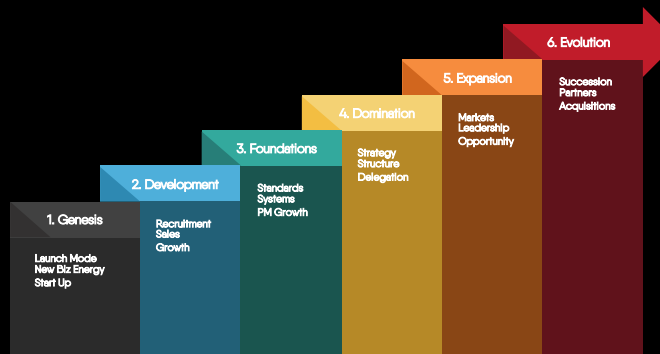
1. Grow Your Marketshare
2. Increase Revenue (Growth)
3. Enhance Profit Performance
4. Increase Your Asset Base
5. Positive Cashflow (with reserves)
6. Improve Team Performance
7. Enhance Your Lifestyle

Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

2

## The 6 Stages of Growth



Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

3



Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

4

# 5 S's

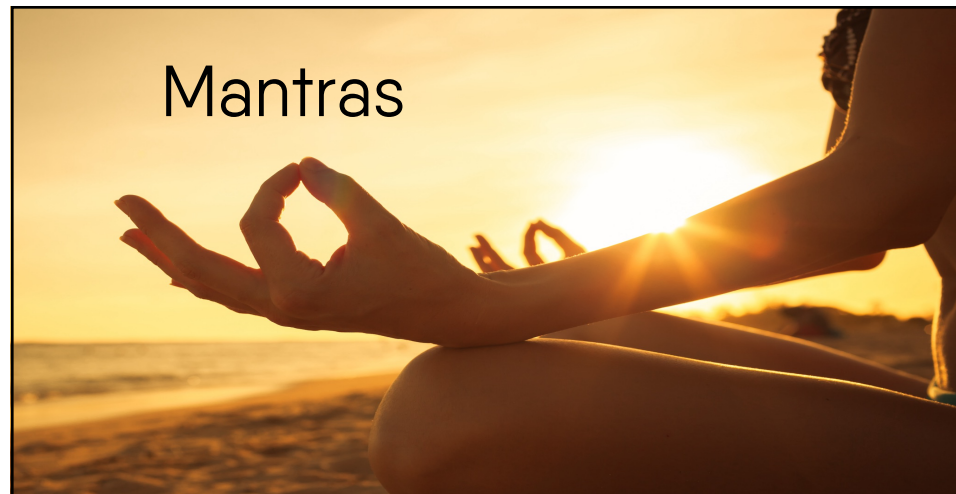
- Strategy
- Structure
- Service
- Standards
- Systems

Maximising Your Growth Plan

MICHAELSGOLD.com

5

# Mantras



Maximising Your Growth Plan

MICHAELSGOLD.com

6

# 10 Business Mantras

1. The natural state of a business is to grow
2. Keep the people keep the profits
3. The team who plays the conditions best wins
4. Never let perfect get in the way of better
5. A problem is a project in disguise
6. Turn frustration into fascination
7. Planning equals better results
8. It's what we put into the hours
9. If it's worth doing again... create a system for it
10. Culture is caught – not taught!

Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

7

## GROWTH IMPERATIVES

### 1. Goal

Being of Service  
Value to Clients & Value to Team

### 2. Sales Drivers

# People

Productivity

### 3. Growth Points

# Clients

\$/Transaction

Frequency

### 4. Assumptions

Brand &  
Marketing

The Model  
Works

Strong Value  
Proposition

Commitment  
to Growth

Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

8



9



10

# Key DNA Questions

1. What words best describe our agency?
2. How do we want to be perceived by the market place?
3. How do you want our culture to look and feel?
4. What do we want our clients to say about us?
5. What do we stand for?
6. What do we not condone?
7. What's really important to us?

Maximising Your Growth Plan

MICHAEL SHEARGOLD.com

11

## SWOT Planning Tool



Unlocking your true potential.

MICHAEL SHEARGOLD.com

12