

Six Questions to Help Your Business Grow

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- Growing a small business is about the hardest thing many of us will do. It drives us and our loved ones to distraction.
 - So why do we do it?
- Business growth doesn't happen by accident.
 - How are you going to achieve YOUR vision?

Question 1: Why are you doing it?

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➤ What do you **want** to **achieve** for yourself?

➤ What are your **aspirations**?

- Financial freedom?
- Prove a point?
- Beat the competition?
- World domination?

Question 2: What's your vision?

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- What are your **goals**?
- What are the **values** that set **you** apart?
- What do you really do **for your customers**?

Question 3: How are you going to do it?

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- No general would go into business without a strategy 😊
- **What's your strategy?**
- What **key steps** will you take over the next **three / five years?**

Question 4: What are your action plans?

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➤ Which **projects** are you going to undertake?

➤ **Key areas** of focus:

- Sales / marketing
- People organisation and development
- Managing the performance of the business
- Operations

Question 5: How are you going to keep control?

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➤ How are you going to:

- **Monitor** your projects?
- Make sure they **stay on track**?
- Avoid forgetting about them when the **business pressure** is on?
- **Do you have all of the skills you need?**

Question 6: Are you sure you know the answers? ⁸

- Do you have all of the skills you need?
- Help available:
 - Growth Accelerator
 - Growth Vouchers
 - Manufacturing Advisory Service
 - Bradford University
- We can help you piece together the jigsaw.