

“When you’re ready to scale, it is all about execution. This has major implications for how you organize your company and how you manage your team.”

CHOOSING A GROWTH STRATEGY:

You will be focusing on selling more of what you’ve built to an expanding customer set at an increasing rate. This is what growing is all about. Choose the right growth strategy for your company and your vision.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. What do my customers value most about my product/service?
2. What kind of growth strategy makes the most sense for my business?
3. What kind of timeline does my growth strategy require?
4. What financial implications will my strategy have on my business?

Questions for the team

1. What do our customers value most about our product/service?
2. How will the growth strategy affect our day-to-day jobs and objectives?

Additional Resources from www.KauffmanFoundersSchool.org

Readings

Notes:

Founder Genius

Notes:

Other Related

Notes:

Tools

Notes: