

Work Book 5 – Expansion / Exit

- **S**et-up: you need to start with the end in mind and ultimately the end score so that you can measure the results.
- **C**ongruence: do you have clarity and the right teams, systems, formation and processes in place?
- **A**lerts: the “business” needs to tell us if it is not working – it’s too late to change things at the end.
- **L**essons **L**earned: you need to identify what, how, why in order to work out the measures of the activity and the end result
- **E**xpansion / **E**xit: is all about focussing on the strategies to expand or exit.

Expand or Exit

Do you have an exit strategy for this business – and if so, what is it?

Ideally, which type of companies would you form alliances or joint ventures with?

Does your business require funding or finance? If so, debt or equity-based, or other?
Along with ideal level of funding needed (£):

What level of funding do you (and your team) have available to access to achieve your business goals?

CHECKLIST

Which type of business growth are you most interested in? Internal or organic growth, or possibly acquisitive growth – or other...

From your experience, what are the 2 main constraints to your business growth, or to achieving your main business objectives?

Which other assets and resources do you own (or have access to) that could help you to achieve your business objectives - faster? For example, database of warm prospects, relationships with key buyers, influential contacts, access to business networks, access to free media exposure, etc.

Brief details about your other ventures, companies or projects you're involved with:



For more information on ADVOCATE please visit www.martinjnorbury.co.uk. To find out more about how SCALE can help your business significantly grow, please drop a line to: jacki@scalemybusiness.co quoting ref. KL14.