

Harnessing the Passion™

10

Ten Keys to Expanding Your Entrepreneurial Passion *And Building a Company for Growth – Sustainability - Value*

1. Make the commitment to expand on your passion
Be proactive - don't wait for the 2x4
2. Define and communicate your vision
You and your team need to know where you want to go
3. Take an objective view of your company's current situation, its readiness for added growth, and how close you are to expanding your passion into growth and wealth
You cannot build a great company on a weak foundation
4. Change, upgrade and improve the infrastructure as the company grows – Invest in the infrastructure to quickly close support gaps
The infrastructure that worked yesterday will not work tomorrow
5. Identify, maintain and protect your critical success factors
They are why your customers buy from you
6. Create a culture that supports growth, success, accountability and entrepreneurship
The best companies have the strongest cultures
7. Build a management team that can take you to the next level
You cannot build the empire alone – you need the best
8. Let go and enable the management team do what they were hired to do
The highest value comes from the least owner involvement
9. Implement an ongoing strategic and growth planning process that includes not simply the destination but also how that journey will be supported
The most successful growth is planned and supported
10. Never lose the passion
Just keep expanding on it to create growth and wealth