

Most growth in the early stages of business are natural and organic, and more often than not somewhat unplanned. We've all heard the saying, "If you don't know where you're going, any road'll take you there", and it's true - growth is almost inevitable if you're good at what you do. Planned growth, however, is a whole different animal. That's where my motto – *organic growth with a strategic mindset* – comes in.

Here are three suggestions to help you map out and keep pace with your growth plan.

1. Take a **STEP BACK** and evaluate where you are currently
 - a. How many employees do you currently have in the field and the office?
 - b. How many customers does that allow you to serve?
 - c. Do you have the bandwidth to expand your customer base without increasing your company size?
2. Take a **LOOK AHEAD** and decide where you'd like to be
 - a. What is your ideal company size? Number of employees, revenue, etc.
 - b. What infrastructure will you need to support this?
 - c. What type of investment will this require? Time, money, personnel changes, etc.
3. Take the time to **MAP OUT** your game plan *on paper*
 - a. What needs to happen in the current year to start the planned growth process?
 - b. What does your ideal company look like in 3-5-7 years?
 - c. What step changes will be needed along the way to get there?