



# 6 Steps to Growing a Great Business

## Business Mojo Checklist



the whole brain group

SMALL GIANTS<sup>SM</sup> COMMUNITY

### 1

#### Create a vision of greatness for your business

A company vision is more than just a business plan. It paints a picture of what your company will look like in 1, 3, 5, or 10 years, should inspire you and your team, and should provide a "north star" to guide your decision-making.

Figure out



### 2

#### Grow roots in your community

Businesses that plant seeds and develop deep roots within their communities cultivate relationships that give both ways: employees feel good about the impact they are making, and members of the community support those businesses through thick and thin.



### 3

#### Develop close personal ties with customers and suppliers

Carefully consider the experience you want your customers and suppliers to have when they visit your business, use your products, receive service from your company, or interact with your team. Deliver a consistently great experience that anticipates and fulfills people's needs, and they'll keep coming back for more!



### 4

#### Care for your employees first, nurturing them with love and respect

Practice a culture of intimacy, based on "caring for people in the totality of their lives" and a mutual understanding and appreciation of the responsibilities of owners and employees toward one another. Happy employees will care for your customers more completely, leading to happier customers who are satisfied and more inclined to keep buying from you and referring their friends and colleagues.



### 5

#### Cultivate passionate leaders who are in LOVE with what your company does

Developing a vision, great customer relationships, and a strong employee culture can go a long way toward motivating you and your team, but in the end your team also has to have a PASSION for what your company does. People who are just working for a paycheck may fill a seat in your company, but if they don't have a passion for your purpose, their lack of alignment will continue to drag you off course from achieving your vision.



### 6

#### Grow your cash by protecting your gross margins

All the warm-fuzzy stuff is useless if you run out of cash, so it's important to make sure you have a sound business model that produces consistent profits day-in and day-out! Having employees who act like co-owners can make a huge difference to your bottom line, so adopting an open-book management style is also essential to getting (and keeping) everyone on the same financial page.



Designed by: [www.thewholebraingroup.com](http://www.thewholebraingroup.com)

Inspired by: [www.smallgiants.org](http://www.smallgiants.org)