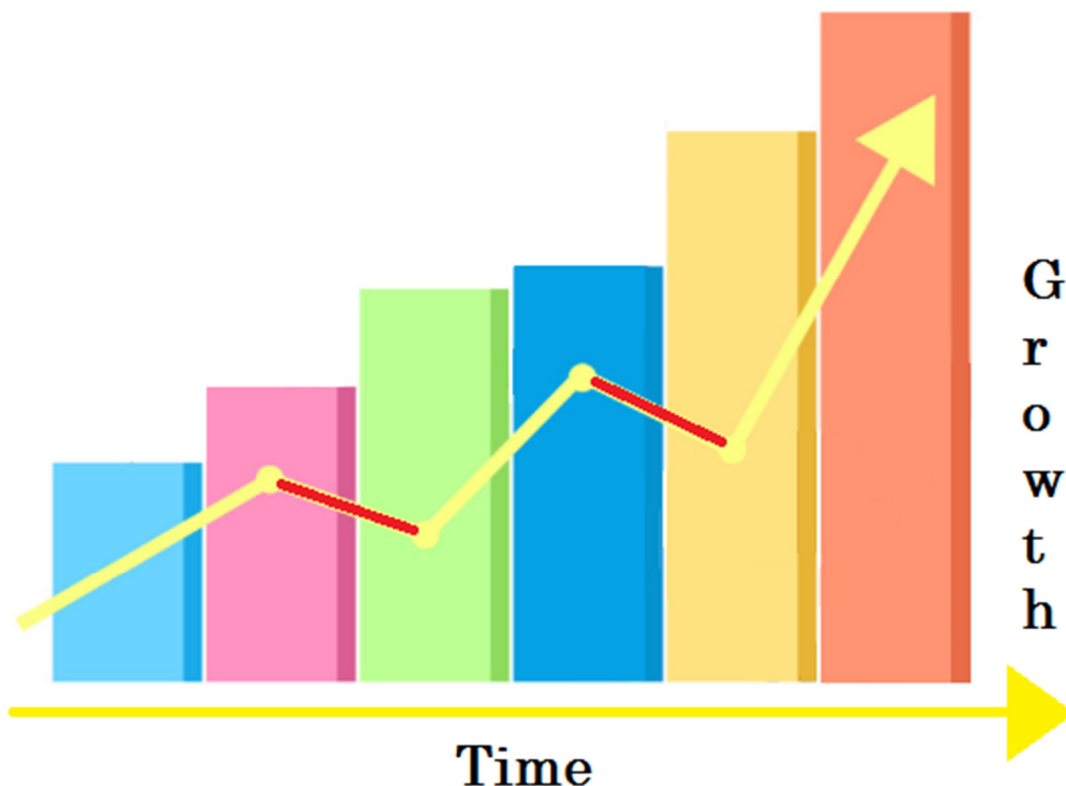


Business Scaling

Business scaling, the most satisfying, complicated process in business.

Business scaling has the difficult upward steps, and a sliding down the hill sensation.



Business scaling will put everything you know to the test.

Things that used to be the normal will now become obsolete, what used to be the rule you followed will be discarded. Scaling up can be a very disconcerting time.

New processes will be implemented, new work departments will be created, new managers will be trained. People will become irritable, contentious, critical, feel like they are out of control. You will make difficult decisions, there will be loss of revenue, you will feel like you are in the dark, driving in a fog. You will need encouragement, endurance like you have not endured before. It will seem like you are in a whirlwind, spinning your wheels. Lots of stress, doubts, confusion, hopelessness, tempted to give up, throw everything out the window. The list could go on and on.

However, there is a certain satisfaction of accomplishment, once everything gets back to normal, people have found their place, things are running smoothly, profits are slowly going in the right directions.

“Be prepared”, for a business to remain healthy and growing, the above process will need to be done time and time again.

It is recommended to utilize an external consulting organization to help with this process, because there are numerous difficult decisions that need to be made, that often business owners do not have the audacity to make and if they are not made, will likely take the business into bankruptcy.

The ability of not being able to do, “incapable” of business scaling, is likely the most common cause for business failures, than any other cause.