

BUSTING THROUGH GROWTH BARRIERS

Roadmap to Avoiding the Three Biggest Mistakes

PEOPLE

- ✓ Right Hires
- ✓ Right Compensation
- ✓ Training & Development
- ✓ High-Performance Culture
- ✓ Career Path / Succession Planning

SALES

- ✓ Focus on New Business Development
- ✓ Client Portfolio Diversification
- ✓ Metrics Management
- ✓ Coaching
- ✓ FUN

RECRUITING

- ✓ Focus on Reducing Cycle Time
- ✓ AI / Automation
- ✓ Metrics Management
- ✓ Coaching
- ✓ FUN

TECHNOLOGY

- ✓ Right ATS
- ✓ CRM Enabling Pipeline Visibility & Forecasting
- ✓ AI / Automation Enhancements

BACK OFFICE

- ✓ Pay/Bill/Invoice Management
- ✓ P&L Model Industry Best Practice
- ✓ KPI Reporting
- ✓ Cash Flow / Balance Sheet / AR Management

MARKETING

- ✓ Branding Strategy
- ✓ Social Media Management
- ✓ Automated Lead Generation
- ✓ Innovation

Busting Through Growth Barriers: The 3 Biggest Mistakes and How to Avoid Them

Mistake	Actions to Take (Inputs)	Expected Outcomes (Outputs)
#1: Failing to Plan		
#2: Failing Your People		
#3: Failing to Grow Profit		