Building a successful company, regardless of where you are in the process, requires more than growth – it requires scalability. Although growth and scalability are often used interchangeably, it is important to understand them as two different but correlated terms. ***Growth*** is determined by the external output of a company and typically means adding resources at the same rate you are adding revenue. ***Scaling*** on the other hand, focuses on the internal preparation and processes used to allocate and optimize existing resources (time and personnel) to increase revenue.

Growth Example

A small baker that secures three new business contracts results in an increase of revenue by 20%. *Growth focuses on an increase in revenue and resources. It does not address the infrastructure for how employees will streamline processes to handle the product/service increase from the new business.*

20% Increase
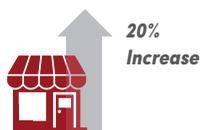
Scaling Example

A small bakery that recently opens a second location documents processes for how to check and schedule orders each business day. *Scaling creates automation of operational practices that can be shared with employees as the company expands to ensure a consistent level of quality and streamlined efficiency.*

While growth is necessary to sustain a business, poorly managed growth can wreak havoc and eat away at a business from the inside out. Thus, it is imperative to implement a scalable infrastructure where by all processes and resources are automated and replaceable – yes, even you! It will require you, as the business owner, to shift from working ***in*** your company to working ***on*** your company. Below are three operational insights business owners can consider to secure scalable growth for their business:

Build the Right Team:
Webinar polling results revealed that 30% of business owners and C-suite executives in attendance spend more than 30-hours a week on operational tasks. That's 75% of your time, assuming a 40-hour workweek. Buy yourself some time to focus on your company and new business by building your team. Make sure your team has the personality and competency to match your company, brand, and quality of work.

Outsource Operational Tasks:
Whether temporary or long-term solutions, outsourcing reoccurring operational responsibilities (accounting, human resources, etc.) is a common and great way to leverage professional insights to standup and/or refine your operational infrastructures. In fact, 50% of webinar attendees confirmed that they outsource operational tasks.

Standardize Your Processes:
50% of webinar attendees also revealed, that they do not have standard operating procedures (SOPs) and/or employee training documents in place. Avoid self-destruction by implementing basic how-to's and SOPs that will empower your team to seek solutions and work efficiently.

It's never too late to set up your business to scale!
Visit www.mbda.gov/grow for more insights.

Scaling Up with Operational Insights webinar attendees were asked the following questions in order to garner insights that allowed our experienced presenters to provide tailored recommendations to attendees. Results below.

Poll Question #1

Do you outsource operational tasks (accounting, human resources, etc.)?

Yes.. 50%

No 50%

Poll Question #2

What are your company's top operational challenges?

Hiring and onboarding new employees............ 17%

Increasing profits and growing revenue 57%

Maintaining quality and efficiency of work 14%

Managing cash flow 12%

Poll Question #3

Does your business have SOPs and/or employee training documents in place?

Yes.. 50%

No 50%

Poll Question #4

How much time do you spend on operational tasks a week as a business owner/ c-suite executive?

1 to 10 hours 21%

11 to 20 hours 19%

N/A - I'm not a business owner/
C-suite executive 7%

21 to 30 hours.. 23%

More than 30 hours... 30%