



# Quick Business Growth Decision Tool

Why? Why not? How? Assess. Decide.

The following questions are based on the Growth Risks Assessment Tool developed by Edward D. Hess as published in his book, "Grow to Greatness: Smart Growth for Entrepreneurial Businesses"

## What are the top 3 reasons why you should grow your business?

1.	
2.	
3.	

## What are the top 3 reasons why you should maintain the current status quo?

1.	
2.	
3.	

## What are 5 possible strategies for how you could grow your business?

1.	
2.	
3.	
4.	
5.	

## Perform a quick assessment for each of your possible strategies:

*Note: pay attention to the rating scales – they switch around!*

	1	2	3	4	5
Do you have enough people for this strategy? (1-10, where 1=minimal and 10=more than enough)					
Do you have the right people for this strategy? (1-10, where 1=minimal and 10=perfect mix of people)					
How adequate are your hiring and training processes for this strategy? (1-10, where 1=grossly inadequate and 10=perfectly adequate)					
How adequate are your financial controls this strategy? (1-10, where 1=grossly inadequate and 10=perfectly adequate)					
How adequate quality controls this strategy? (1-10, where 1 grossly inadequate and 10=perfectly adequate)					
How much risk will this strategy create for your culture? (1-10 where 1= a lot of risk and 10=none)					
How much risk will this strategy create for your customer service? (1-10 where 1= a lot of risk and 10=none)					
How much risk will this strategy create for your customer experience? (1-10 where 1= a lot of risk and 10=none)					
How much risk / stress will this strategy create on your supply chain, raw materials and suppliers? (1-10 where 1= a lot of risk and 10=none)					
How much risk / stress will this strategy create on your distribution and delivery channels? (1-10 where 1= a lot of risk and 10=none)					
How much will this growth cost? (1-10, where 1=a lot and 10=a little)					
How much will this growth strategy impact cash flow? (1-10, where 1=a lot and 10=none)					
Considering potential cash outlays and impacts on cash flow, how much will this growth strategy impact your financial safety net? (1-10, where 1=a lot and 10=no impact at all)					
<b>Total Score</b>					

To debrief your score call True Azimuth, LLC at 617-475-0081 to schedule a free 30-minute coaching session.