

HOW TO SCALE YOUR BUSINESS IN 2023?



LIVE WORKSHOP

HOSTED BY



Paul Booker

Serial Business Owner & Chair



Laura Lohk

Business Coach & Chair

www.thescalebusiness.com

HOW TO **SCALE YOUR BUSINESS IN 2023?**

INTRODUCTION



HOW TO SCALE YOUR BUSINESS IN 2023?



Paul Booker

HOW TO **SCALE YOUR BUSINESS IN 2023?**

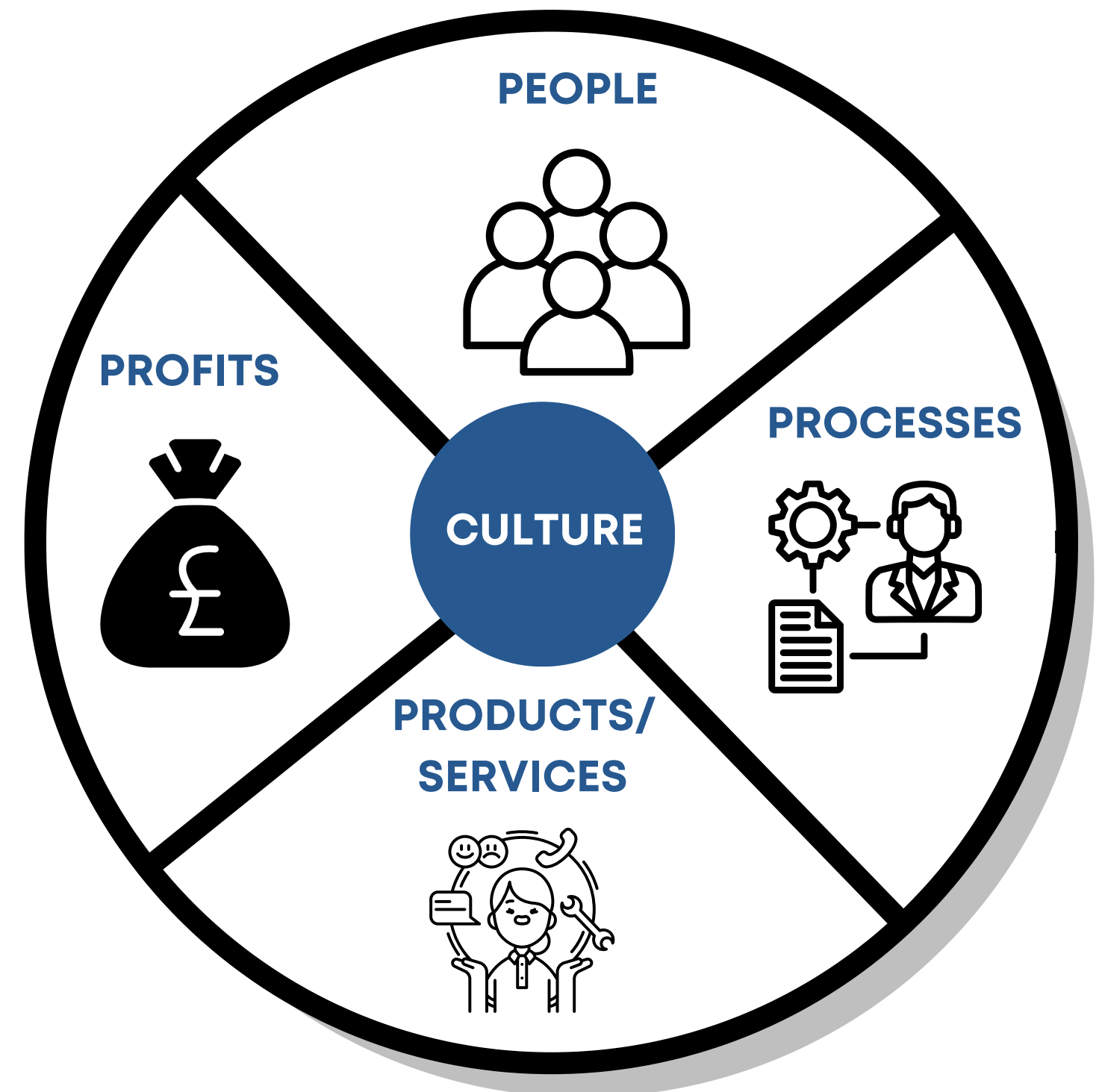


Laura Lohk



BALANCED SCORECARD

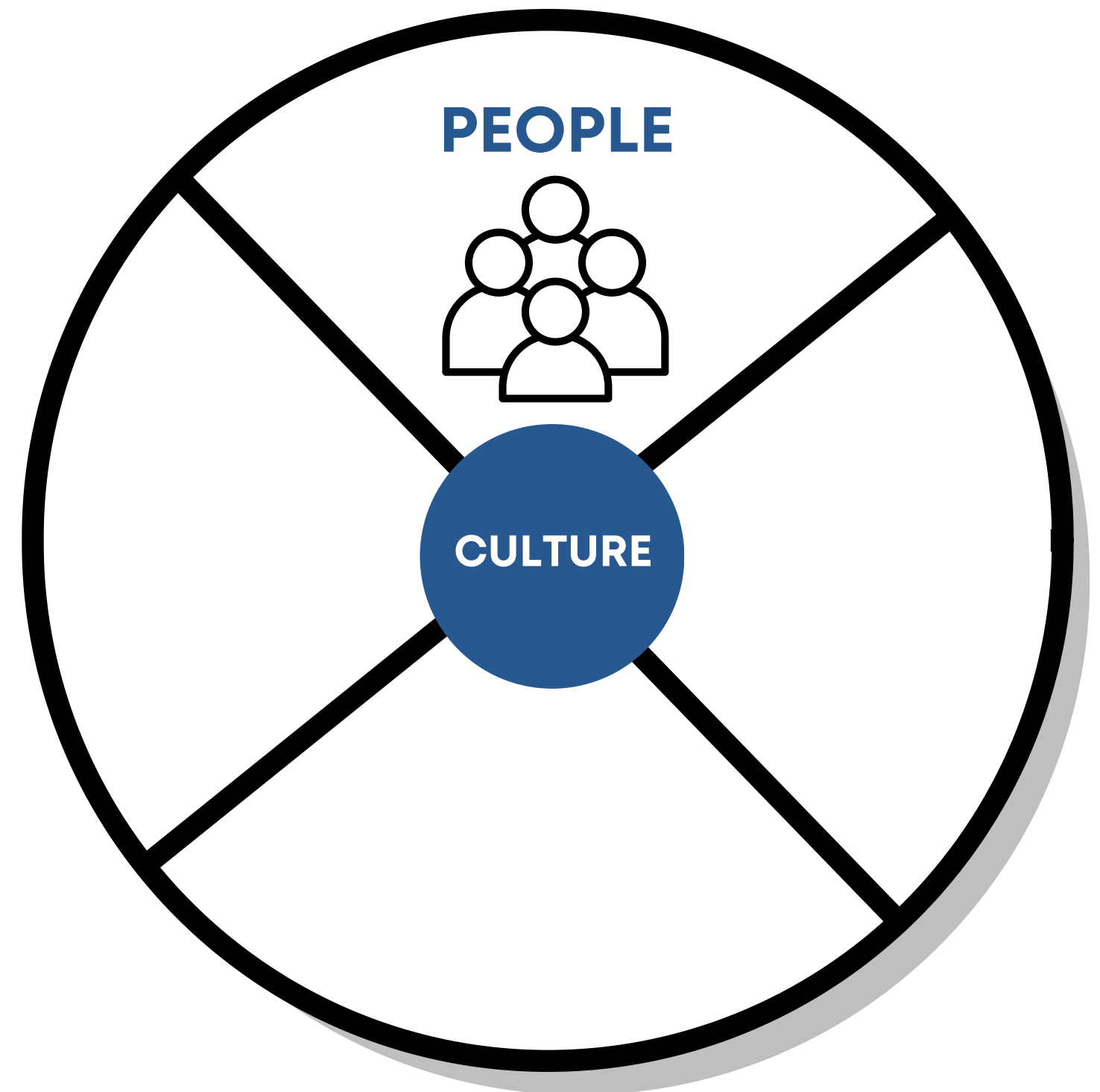
HOW TO SCALE YOUR BUSINESS IN 2023?




THE SCALE BUSINESS
Inspire to Achieve

BALANCED SCORECARD

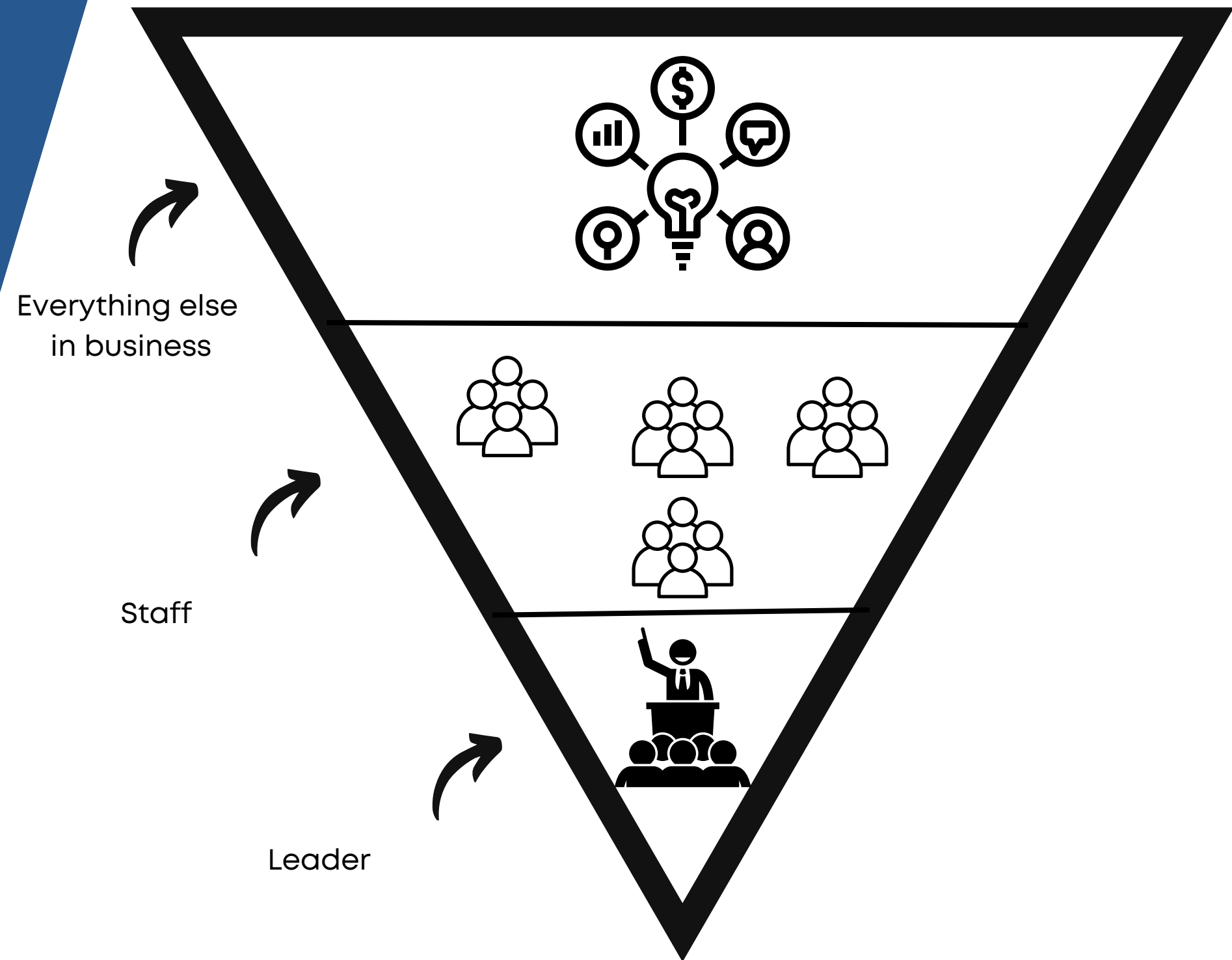
HOW TO
**SCALE YOUR
BUSINESS IN
2023?**



HOW TO SCALE YOUR BUSINESS IN 2023?



PEOPLE AS FOUNDATION OF YOUR BUSINESS SUCCESS



HOW TO SCALE YOUR BUSINESS IN 2023?



TRADITIONAL LEADERSHIP



HOW TO **SCALE YOUR BUSINESS IN 2023?**



CONSEQUENCE

Lack of Vision

Low Morale

Higher Staff Turnover

Failure to Meet Goals

Mistakes

Reduction in Customer Satisfaction

Overall Reduction in Productivity

Ultimately ££££

HOW TO SCALE YOUR BUSINESS IN 2023?

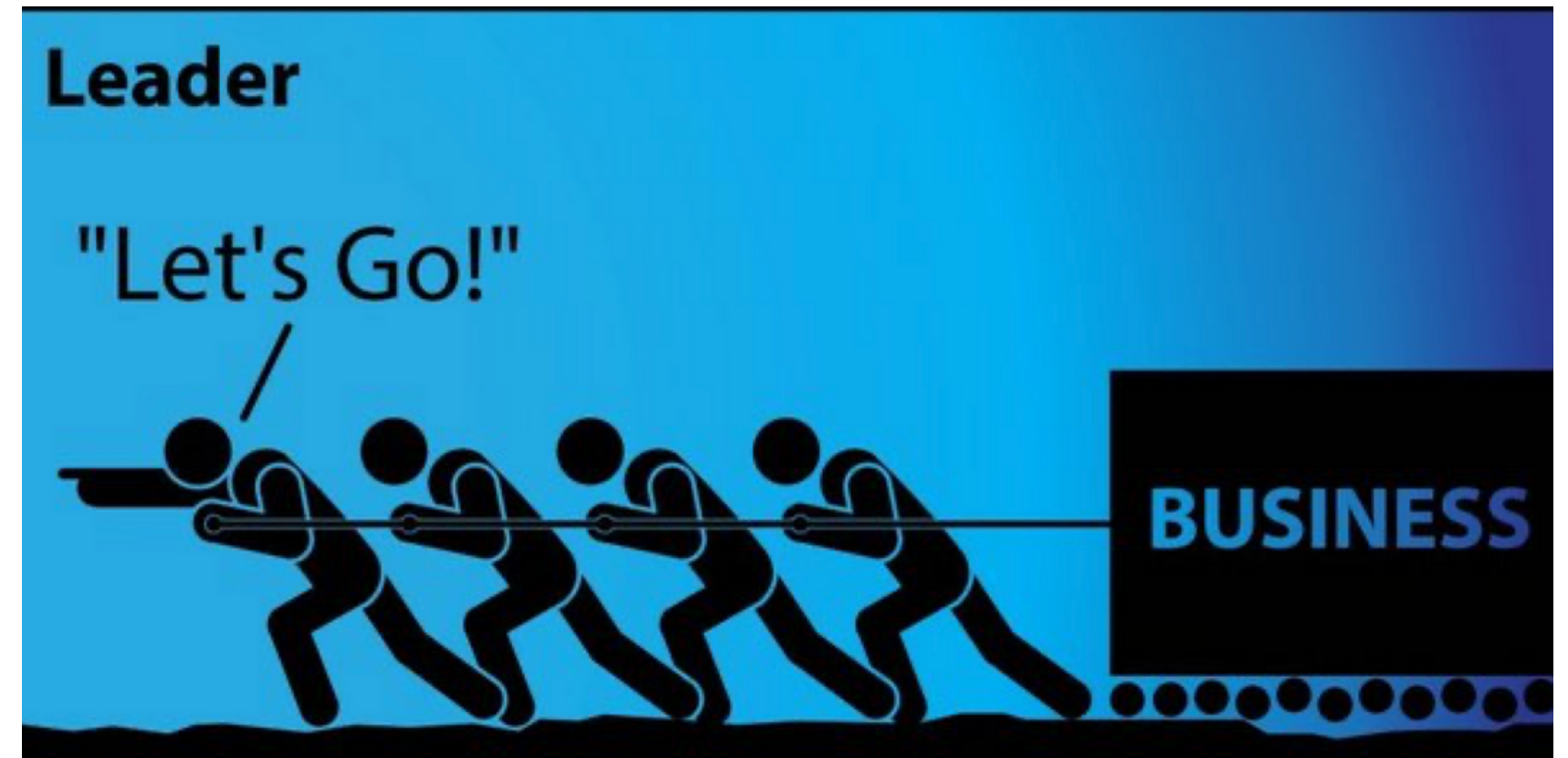


WE DON'T REMEMBER VERY WELL WHAT WE ARE TOLD

	TOLD	TOLD AND SHOWN	TOLD, SHOWN AND EXPERIENCED
RECALL AFTER 3 WEEKS	70%	72%	85%
RECALL AFTER 3 MONTHS	10%	32%	65%

BALANCED SCORECARD

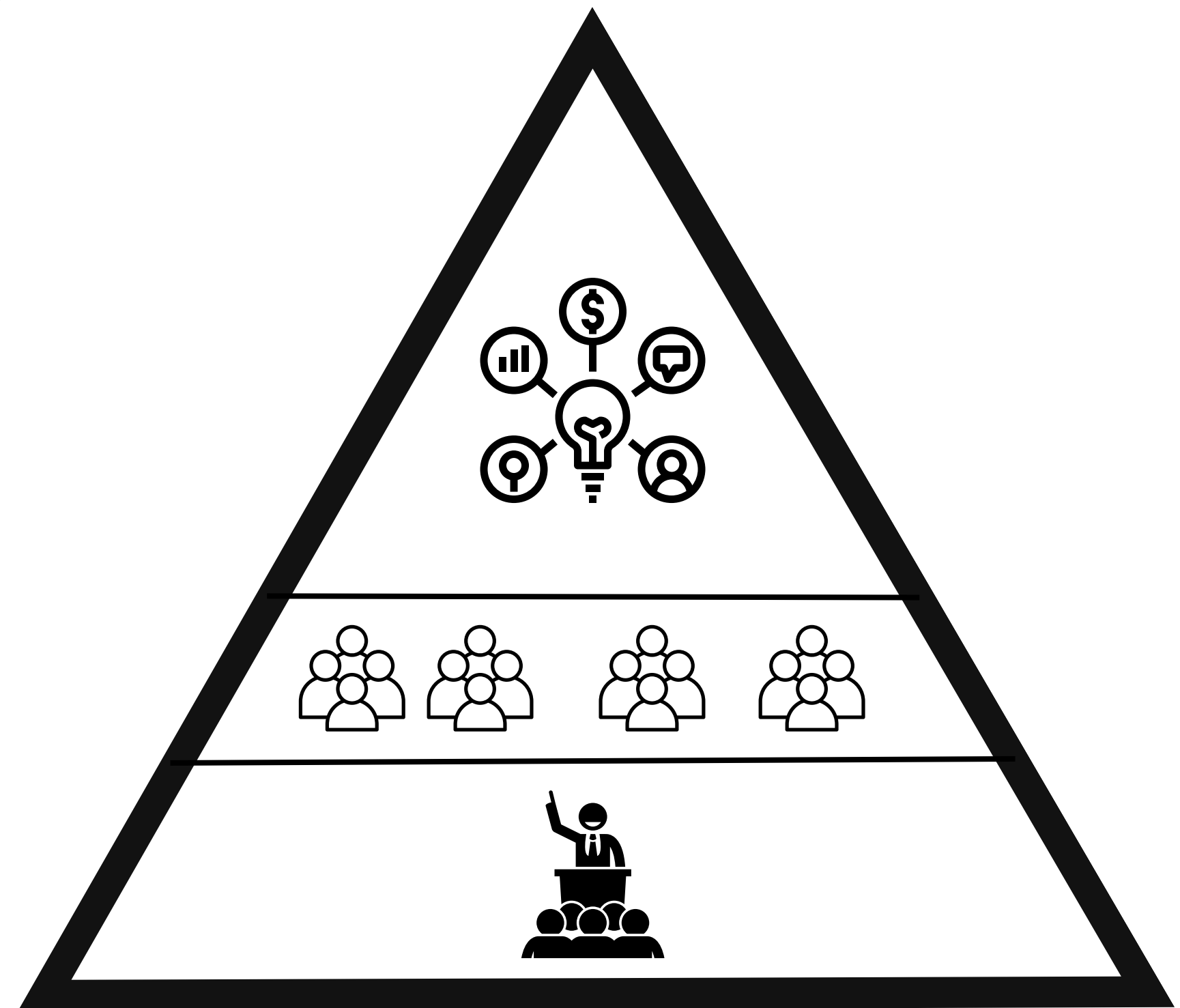
HOW TO SCALE YOUR BUSINESS IN 2023?



HOW TO SCALE YOUR BUSINESS IN 2023?



PEOPLE AS FOUNDATION
OF YOUR BUSINESS SUCCESS



HOW TO **SCALE YOUR BUSINESS IN 2023?**



EXERCISE

Assess yourself as
a business leader

2. ASSESS YOURSELF AS A FASTGROWTH LEADER

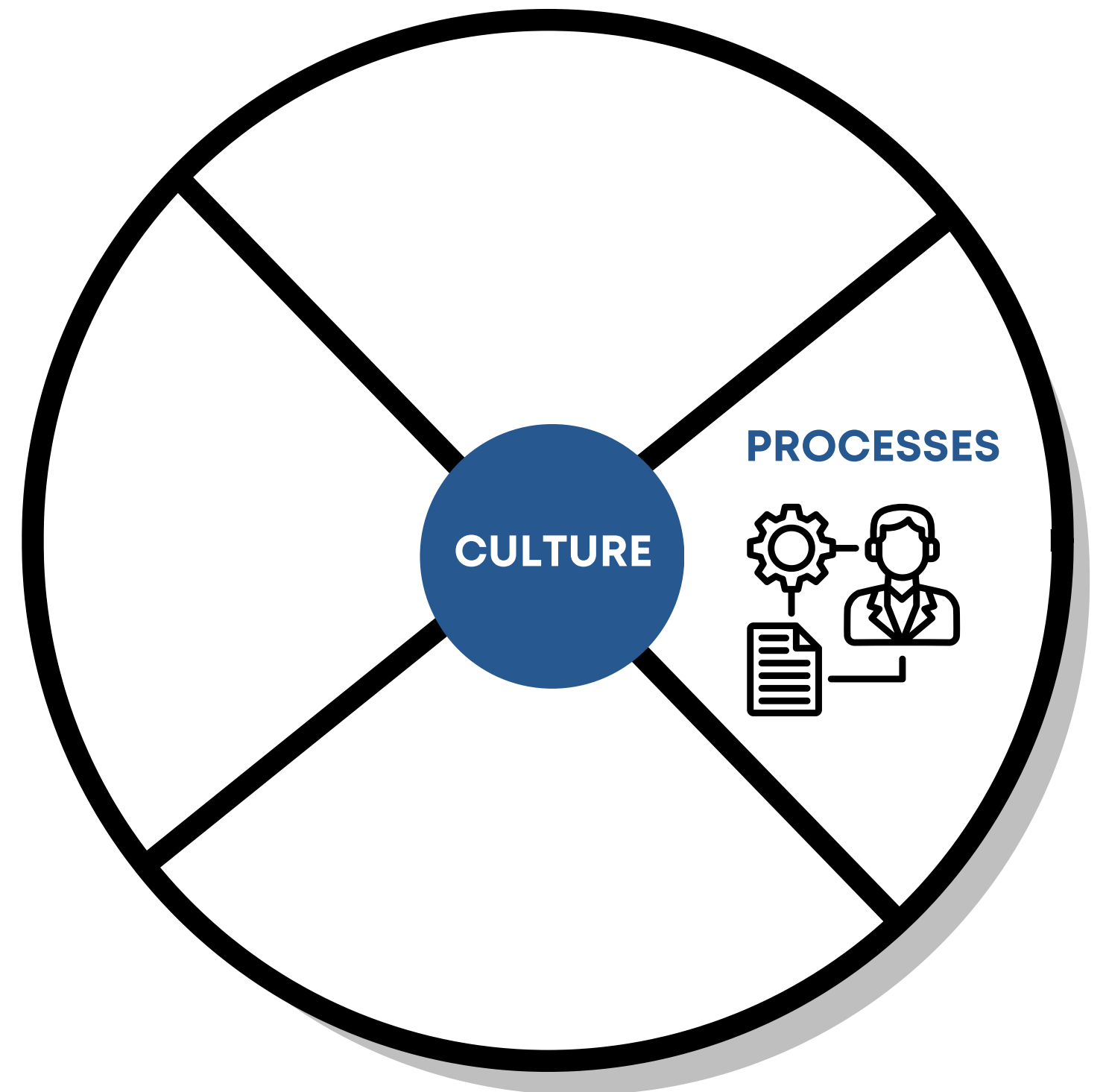
Using the 10 factors below, evaluate yourself as a FastGrowth Leader. Assess each factor on a scale 1 to 10 where 1 is barely adequate and 10 is outstanding. Use your own **subjective** ratings. Then ask your colleagues in your team for their ratings **on you as a FastGrowth Leader**

The FastGrowth Leader Factors : You:-	Your own scores	Your colleagues scores (average)
1. clearly define your scale goals for yourself		
2. regularly share these goals with your colleagues in your team and actively listen to their scale goals		
3. build strong commitment from your colleagues in your team to achieve each other's scale goals		
4. easily explain your scale goals to other people in your company		
5. lever your precious time to achieve your scale projects		
6. give your scale goals equal priority to your day to day items		
7. review your scale goals quarterly with your colleagues in your team		
8. invest 10% of your time in your scale projects		
9. invest 10% of your time coaching your colleagues for scale		
10. often thank your colleagues for their behaviours and actions that achieve scale		
Your <u>total</u> FastGrowth Leadership score out of 100 (%)		

Which of the above factors do you intend to focus on as a FastGrowth Leader in your business. Please asterisk your **top 3** factors and write each on a small post-it in your own words. Then use them on page 3 overleaf

BALANCED SCORECARD

HOW TO
**SCALE YOUR
BUSINESS IN
2023?**

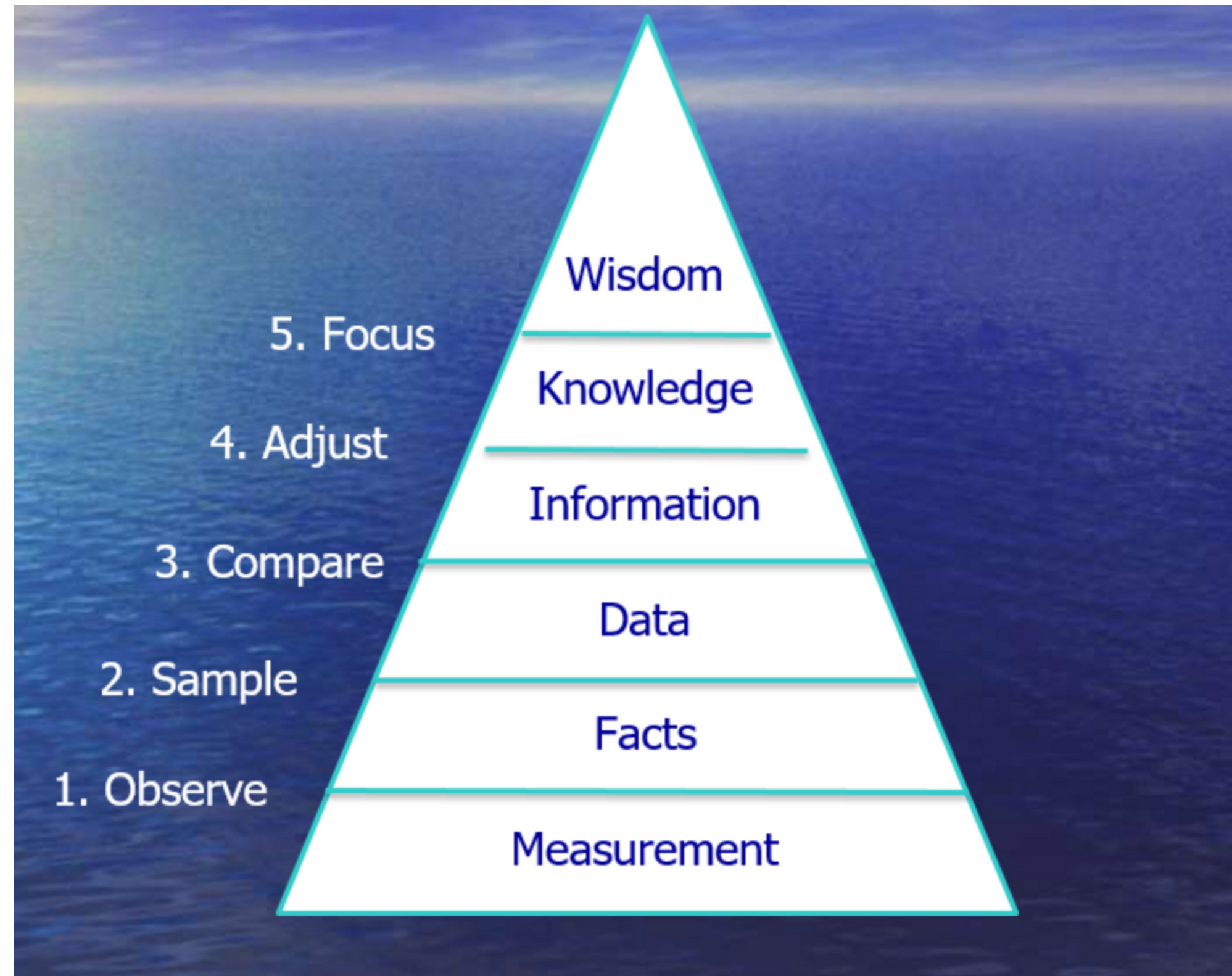


HOW TO **SCALE YOUR BUSINESS IN 2023?**



BLUE OCEAN STRATEGY

HOW TO SCALE YOUR BUSINESS IN 2023?



HOW TO SCALE YOUR BUSINESS IN 2023?



RED Ocean

Compete in existing market space

Beat competition

Exploit existing Demand

Make the value-cost trade-off

Align the whole system of a firm's activities with it's strategy choice of differentiation or low cost

BLUE Ocean

Create uncontested market space

Make the competition irrelevant

Create and capture new demand

Break the value-cost trade off

Align the whole system of a firm's activities in pursuit of differentiation and low cost

HOW TO SCALE YOUR BUSINESS IN 2023?



BLUE OCEAN STRATEGY

How to create uncontested market space and make the competition irrelevant

HOW TO SCALE YOUR BUSINESS IN 2023?



EXAMPLE 108 BUSINESSES:

86% of business launches had accounted for 62% of revenues and resultant 39% profits

Remaining 14% (Blue Ocean Launches) had accounted of 38% of revenues and 61% of profits.

HOW TO **SCALE YOUR BUSINESS IN 2023?**



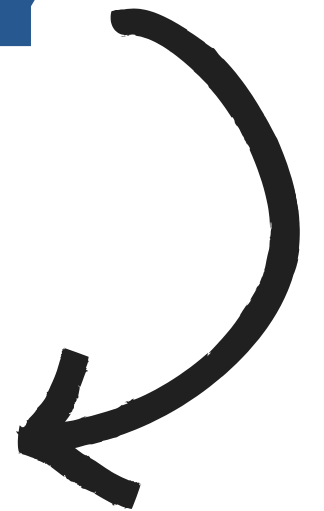
**DO YOU WANT
TO BE A BUSY
FOOL?**

HOW TO SCALE YOUR BUSINESS IN 2023?



THE CORNERSTONE OF BLUE OCEAN STRATEGY

Value
innovation



The four actions framework



Eliminate-reduce-raise-create Grid

The case of Yellow Tail Wines

Eliminate:

Enological terminology & distinctions
Ageing qualities
Above the line marketing

Raise:

Price versus budget wines
Retail store involvement

Reduce:

Wine complexity
Wine range
Vineyard prestige

Create:

Easy drinking
Ease of selection
Fun & adventure

Eliminate-Reduce-Raise-Create: The case of Cirque du Soleil

Eliminate:

Star performers
Animal shows
Aisle concession sales
Multiple show arenas

Raise:

Unique venue

Reduce:

Fun & humour
Thrill & danger

Create:

Theme
Refined environment
Multiple productions
Artistic music & dance

Eliminate-reduce-raise-create grid: The case of EFS

Eliminate:

Relationship
management

Raise:

Ease of use
Security
Accuracy
Speed
Market commentary

Reduce:

Account executives
Corporate dealers

Create:

Confirmation
tracking

From Head-to-Head Competition to blue ocean Creation

	Head-to-head competition	Blue ocean creation
industry	focuses on rivals within its industry	looks across alternative industries
Strategic group	Focuses on competitive position within strategic group	Looks across strategic groups within industry
Buyer group	Focuses on better serving the buyer group	Redefines the industry buyer group
scope of product or service offering	Focuses on maximising the value of product and service offerings within the bounds of its industry	Looks across to complementary product and service offerings
Functional-emotional orientation	Focuses on improving price performance within the functional-emotional orientation of its industry	Rethinks the functional-emotional orientation of its industry
time	Focuses on adapting to external trends as they occur	Participates in shaping external trends over time

The four steps of visualising strategy

1. Visual awakening	2. Visual exploration	3. Visual strategy fair	4. Visual communication
<ul style="list-style-type: none">• Compare your business with your competitors by drawing your "as is" strategy canvas• See where your strategy needs to change	<ul style="list-style-type: none">• Go into the field to explore the six paths to creating blue oceans• Observe the distinctive advantages of alternative products and services• See which factors you should eliminate, create or change	<ul style="list-style-type: none">• Draw your "to be" strategy canvas based on insights from field observations• Get feedback on alternative strategy canvases from customers, competitors' customers and non-customers• Use feedback to build the best "to be" future strategy	<ul style="list-style-type: none">• Distribute your before-and-after strategic profiles on one page for easy comparison• Support only those projects and operational moves that allow your company to close the gaps to actualize the new strategy

The sequence of blue ocean strategy

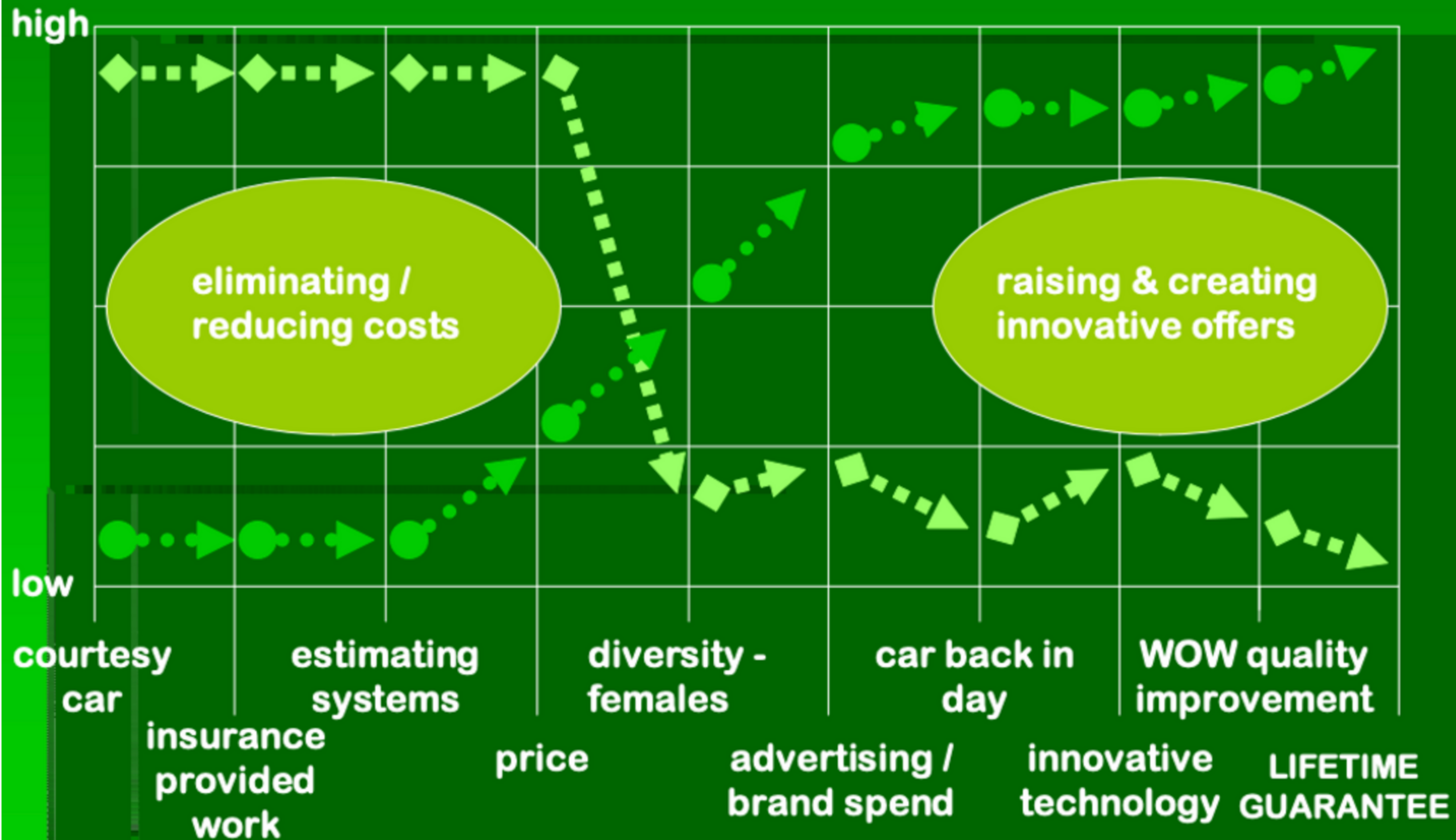
- Buyer utility
 - Is there exceptional buyer utility in your business idea?
- Price
 - Is your price easily accessible to the mass of buyers?
- Cost
 - Can you attain your cost target to profit at your strategic price?
- Adoption
 - What are the adoption hurdles in actualizing your business idea?
Are you addressing them up front?
 - If yes to all these points you have a commercially viable blue ocean idea – Congratulations!!

HOW TO **SCALE YOUR BUSINESS IN 2023?**



THE OOOPS! STORY

oops! strategy canvas

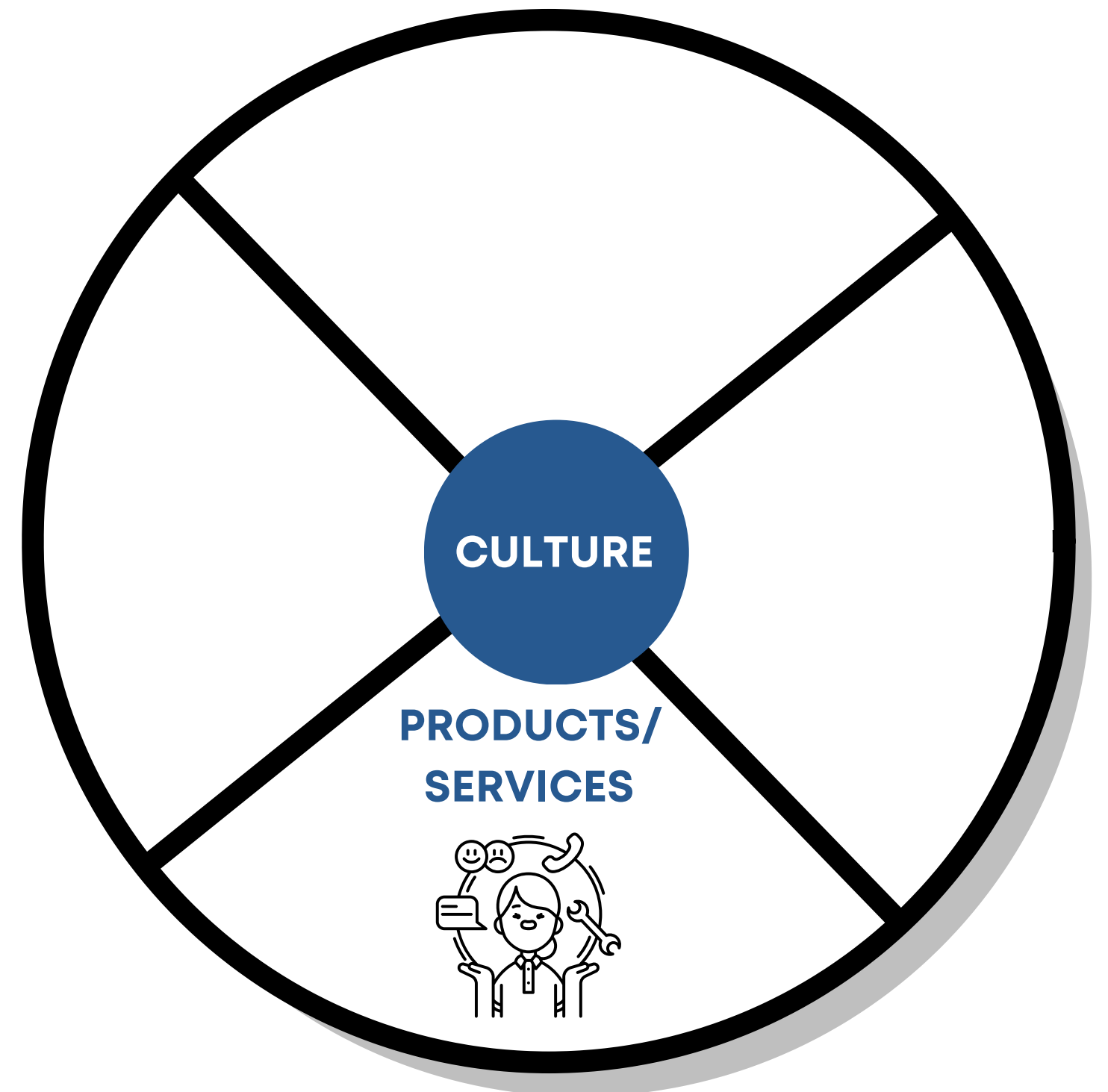


oops! strategy map



BALANCED SCORECARD

HOW TO SCALE YOUR BUSINESS IN 2023?



HOW TO **SCALE YOUR BUSINESS IN 2023?**

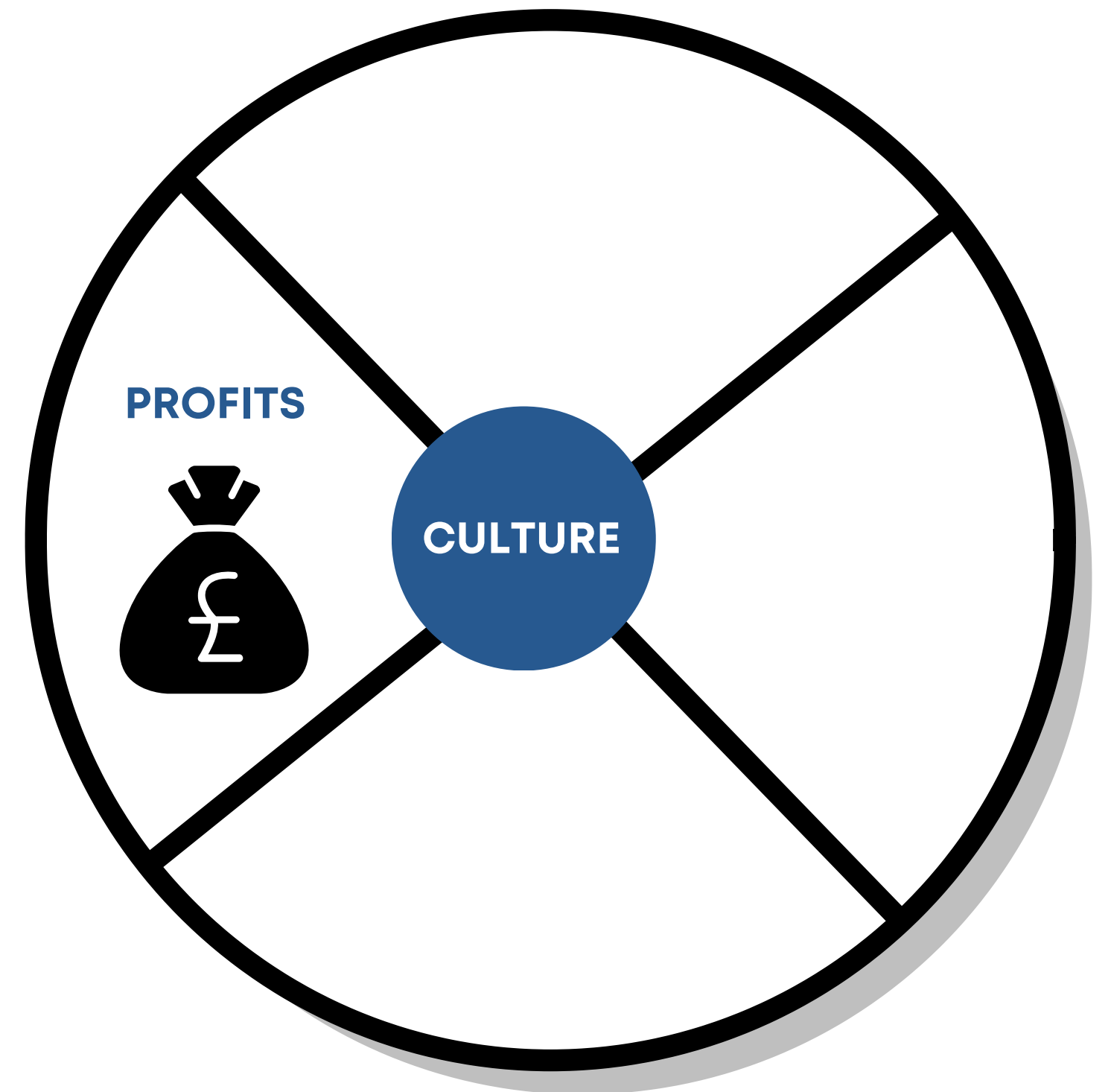


EXERCISE

	Your <u>current</u> markets	Your <u>potential new</u> markets	
Your <u>potential new</u> products & services	<p>3. <u>Product/service development</u> i.e. develop new products & services for your current customers & markets</p> <ul style="list-style-type: none"> • 3 year sales potential: Low, medium or large • Commercial risks: Low, medium or large 	<p>4. <u>Market creation</u> i.e. create your uncontested market where your competitors are irrelevant</p> <ul style="list-style-type: none"> • 3 year sales potential: Low, medium or large • Commercial risks: Low, medium or large 	Your products and services
Your <u>existing</u> products & services	<p>1. <u>Market penetration</u> i.e. sell more of your existing products & services to your current customers</p> <ul style="list-style-type: none"> • 3 year sales potential: Low, medium or large • Commercial risks: Low, medium or large 	<p>2. <u>Market development</u> i.e. gain some new customers and/or markets for your existing products & services</p> <ul style="list-style-type: none"> • 3 year sales potential: Low, medium or large • Commercial risks: Low, medium or large 	
	Your customers and markets		

BALANCED SCORECARD

HOW TO
**SCALE YOUR
BUSINESS IN
2023?**



HOW TO **SCALE YOUR BUSINESS IN 2023?**



PROFIT AND PRICE

Using Blue Ocean Strategy

HOW TO **SCALE YOUR BUSINESS IN 2023?**



THE PURSUIT OF DIFFERENTIATION AND LOW COST

What can we take away that the customer will not miss?

What can we reduce that the customer will not miss?

What can we increase that the customer will appreciate?

What innovative offer can we make that the customer will love?

HOW TO SCALE YOUR BUSINESS IN 2023?



EXAMPLE 108 BUSINESSES:

86% of business launches had accounted for **62%** of revenues and resultant **39%** profits

Remaining **14%** (Blue Ocean Launches) had accounted of **38%** of revenues and **61%** of profits.

HOW TO SCALE YOUR BUSINESS IN 2023?



PROFIT AS A FUNCTION OF PRICE

Time Driven Activity Based Costing

HOW TO SCALE YOUR BUSINESS IN 2023?



TIME DRIVEN ACTIVITY BASED COSTING

Ensures each input is rewarded with profit

Does your
offer
work with
that?

Is it time to
change
the offer?

P.S. You really want to start with
the end in mind - a 50% Net Profit

HOW TO SCALE YOUR BUSINESS IN 2023?



EBITDA

**Earnings before Interest, Tax, Depreciation
& Amortisation**

Your job is to increase Gross Profit with
your pricing and control of cost of goods
sold

Increase Net Profit with control of your
overheads and other costs

HOW TO SCALE YOUR BUSINESS IN 2023?



IT DOESN'T MATTER HOW MANY
RESOURCES YOU HAVE.



IF YOU DON'T KNOW HOW TO USE
THEM, IT WILL NEVER BE ENOUGH.

**HOW TO
SCALE YOUR
BUSINESS IN
2023?**



**2 DAY IN-PERSON
TRACTION
PROGRAM**

HOW TO **SCALE YOUR BUSINESS IN 2023?**



2 DAY IN-PERSON TRACTION PROGRAM

23rd and 24th February 2023

HOW TO **SCALE YOUR BUSINESS IN 2023?**



AGENDA

DAY 1

Create your compelling company purpose and guiding principles

Decide your bold motivating company goals

Deciding your best options to Scale

Decide your special niche to Scale

HOW TO **SCALE YOUR BUSINESS IN 2023?**



AGENDA

DAY 2

Remove your Strategic Barriers to Scale

Confront people about performance

Successfully Implement your quarterly
scale priorities

WHAT PEOPLE SAY ABOUT US

"I have attended programmes with an extra zero in the price that were not as impactful or well-run. Thank you"

ALEX JONES



WHAT PEOPLE SAY ABOUT US

"The ability to step out of the business and work on it with like-minded individuals for two days, is a rare and vital requirement for any owner looking to scale. The programme demonstrates great value for both the business and myself, and I would not hesitate to recommend the 2 Day Traction Programme and The Scale Business Ltd to my peers."



THE SCALE BUSINESS

Inspire to Achieve

HOW TO **SCALE YOUR BUSINESS IN 2023?**



Q&A

HOW TO SCALE YOUR BUSINESS IN 2023?



Any Further Questions?



paul.booker@thescalebusiness.com



laura.lohk@thescalebusiness.com