



# How to Grow a Successful Business

created by TRACTION, INC.

**TRACTION INC.**  
Business Execution Experts





## Has your business hit the ceiling?

If you are the owner, or a leadership team member of an organization and feel that your existing business needs a boost, there are several time-proven methods for increasing revenues and profitability in a healthy manner that result in a prosperous, thriving enterprise. These methods focus on knowing where you are starting from and where you want to end up. With a good plan, and consistent follow-through, you can take your company's potential and turn it into reality. Growing a prosperous business takes time and dedication, however if you follow the steps in this plan, your business will respond with profitable growth.

# /// HAVE A CLEAR

# FOCUS & VISION

1

Success starts with a clear focus and vision. It is important to focus clearly on defining your business identity and what your company stands for.

2

Once the company's leadership has clarified the brand identity, communicate this focus to your team to ensure that they all understand the vision.

3

Once your team understands where you are driving the company, then they can support the company's growth.

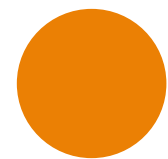
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If you determine that someone on your team is not supporting your vision, then they may not be a good fit for your company, and you will need to replace them.

5

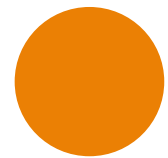
You can use your company platform as a basis for hiring more team members, as a way to see if they will be a good addition to keeping your vision on track. During your interviews, you can ask questions to discover how well the candidates can enhance your focus. Outline the pathway towards attaining the vision to your staff in order to provide a clear direction.

# COMMIT **TIME** TO SOLVING INTERNAL PROBLEMS ///



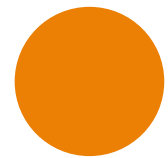
## SCHEDULE TIME

Schedule time to examine the core issues of your company



## RESOLVE

Resolve them before they turn into larger issues that can cripple your team



## MAINTAIN

Maintain your problems regularly

Your company needs to be healthy in order to prosper. This need creates a situation that you cannot ignore as you go about your daily routine. Schedule time each week to examine the core issues of your company and determine whether there are any problems that you need to resolve. It is normal for problems to occur. However, it is crucial to stay on top of problems as they crop up, and resolve them before they turn into larger issues that can cripple your team. With regular maintenance of problems, you will learn how to handle them and keep your team focused on moving forward.



# // FIND YOUR DIFFERENTIATOR

What is it about your company that makes you different? How do you stand out from your competitors? As a way of identifying your brand and promoting it to your prospects, you need to determine what makes your company stand out from the crowd.

As you build your business, and contact prospects, you need to have an identifying factor that will remind them of what makes your company unique. This uniqueness is your differentiator, the one characteristic that makes your company one-of-a-kind.

# DOCUMENT PROCESSES

1

Documentation supports a business in several ways. It gives you a record to rely on down the road. It offers proof of behaviors and actions completed.



2

It provides a systematic way to handle varying issues. With documentation, you can create consistent processes and a structure that your team can rely on.



3

Your company will have standards of quality and service that are written down for future reference. Your standards provide a measuring stick for rewards and disciplinary actions for employees' behavior.

# FILL JOBS WITH THE RIGHT PEOPLE

With the right employees doing the jobs best suited for their skills, abilities and temperaments, your company will run more smoothly and efficiently and your staff will feel more satisfied.



A BUSINESS  
CONSISTS OF THE  
PEOPLE THAT WORK  
THERE

If you find that you have employees that would do better in different positions, discuss the situation with them, and offer to train them on the skills they need to move into the new job.



TRAIN ON SKILLS

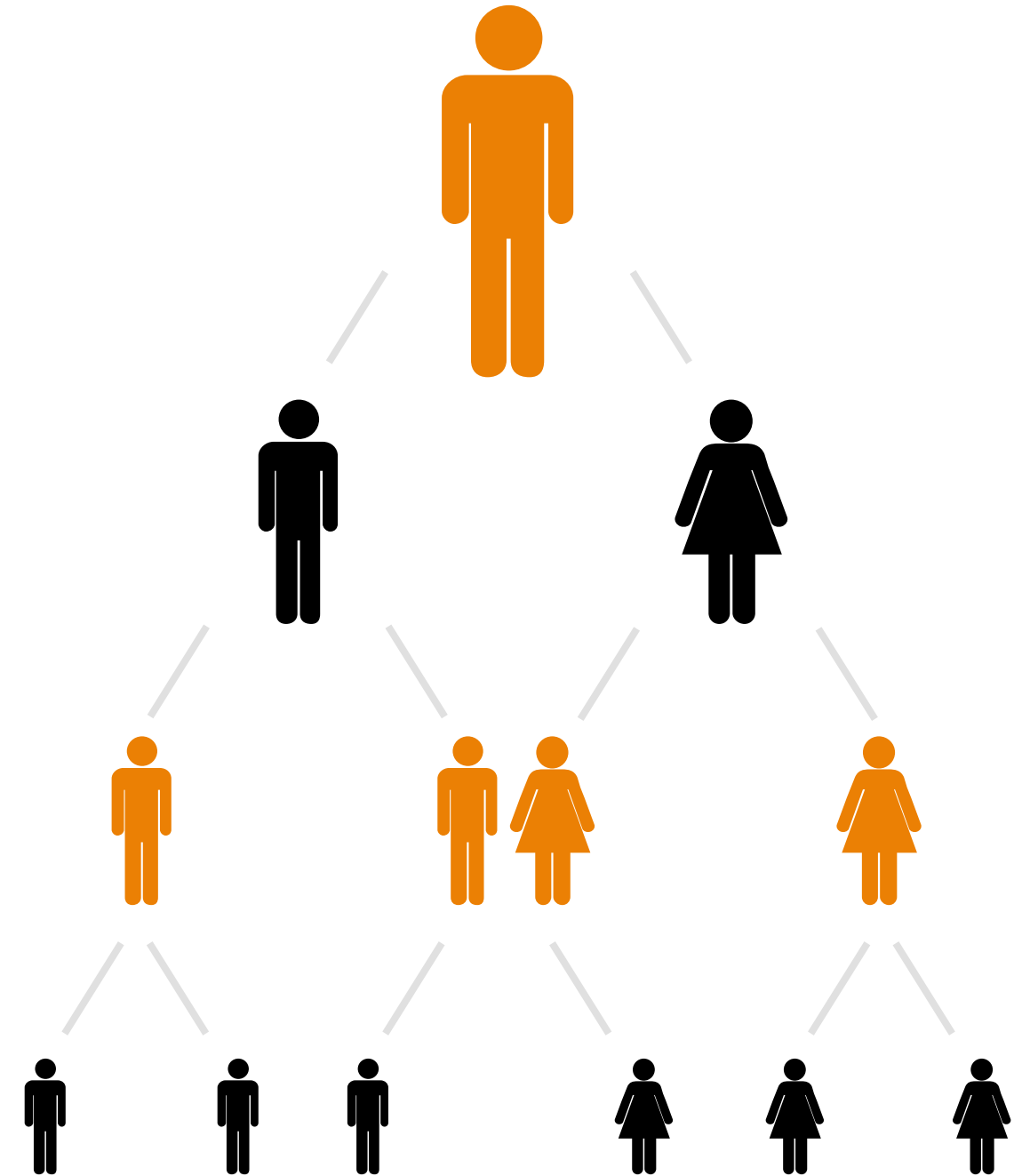
If you show your support to your staff, they will in turn support your goals.



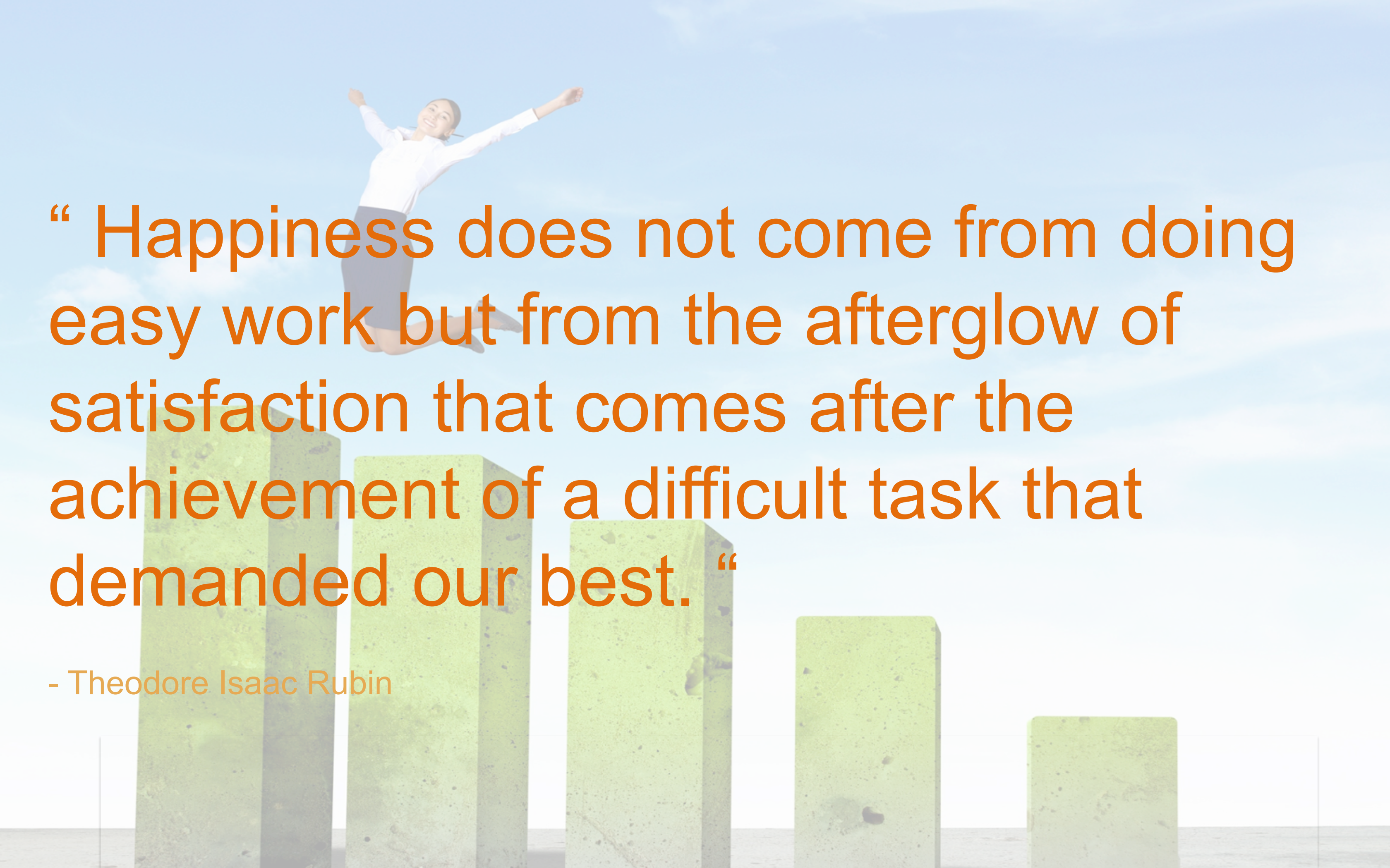
SHOW SUPPORT TO  
INCREASE SUPPORT  
IN YOUR GOALS

# CREATE A CULTURE OF ACCOUNTABILITY

With a culture of accountability, you have the wherewithal to follow through on goals, behavior and achievement. Accountability means that each member of your team is accountable for their share of the business, for completing their tasks on time and for resolving problems that come their way. With accountability, your team can rely on each other because they know that everything will get completed on time. If for some reason it is not completed, you can go to the person accountable to find out why.







“ Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best. “

- Theodore Isaac Rubin

# HIRE A

# BUSINESS

# COACH



Owning a business is time-consuming and exhausting, especially at the beginning. It is difficult and often impossible to implement everything needed to have a high-quality enterprise by yourself. Additionally, sometimes it takes a third party who is not invested in the business to be able to stand back and see where you are not work at capacity. A coach can bring in a fresh perspective as well as the experience of working with a variety of companies and can offer you suggestions as to best practices throughout your business.

Working with a coach can take some of the pressure off of a company's leadership, and it allows you the luxury of asking advice of a mentor. A mentor can apply the lessons learned at other companies to help prevent mistakes and dissipate problems before they eclipse regular operations.

A business coach is a resource that can be tapped for help, advice and consulting on matters outside your experience and purview, because no one person can be an expert in everything. Working with a coach will bring a balance to your decision-making, and help keep you on track to reach your goals.



Book your **FREE**  
90 minute meeting today!

The EOS Process is our proven way of helping you apply the right tools at the right time to get you the results you want. Our average client is with us for about 24 months. Some “Get it” with in a year, and some clients have us do their quarterly and annual meetings forever. Most Clients average around 5 sessions a year for two years. Our clients are like snowflakes, no two are the same. Whatever works for you, works for us.

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