

ELEMENTS OF A BUSINESS GROWTH PLAN

By Susan Keller, CEO Atlas Founder

1. Ask and Answer the Questions: What, How and Why

- **What** does Growth mean to you?
- **How** do you want to grow and by **How** much?
- **Why** do you need/want to grow?

2. Overriding Considerations

- Impact
- Educate
- Develop and Recruit
- Running and Building

**Anything done Right takes Time (and Money)*

3. Assessment of Current Business

- Business Fundamentals
- Financial Position
- Team (internal and external)
- Customer/Product Base
- Determine What Drives Growth

4. Execute on the Action Items

- Market Analysis
- Engage Your Team
- Put your Company in Order

5. Resources

- People
- Money
- Time

6. Funding Considerations

- Sources
- Uses