

FAMILY BUSINESS GROWTH MINI-PLAYBOOK



M E R I D I A N

BLESSING FAMILY BUSINESSES
ACROSS GENERATIONS

Your Future Growth Depends On...

#1 YOUR CUSTOMERS

Determine who your ROCKSTAR companies are!

List out your top 5 customers & have a reconnection conversation with them.

Pro Tip: This reconnection could surface new needs & products that will aid in your business vision!

#2 YOUR YOUNG LEADERS

Get out of your product box - think beyond what you've "always" done!

Gather the youngest people (by age) in your organization, no matter what their role is.

Ask them...

- What do they see coming?
- What trends do they see?
- What do they think your current customers will be buying in the future?

Mine their ideas!

#3 YOUR CRITICAL FUNCTIONS

What are the critical functions to your business?

List out these functions, the age of the person doing them, & who you're training to do them next.

Now you have your critical functions list...

Next, work with each of those critical people and ask them to make you a list of...

What do only you know how to do?

#4 YOUR SOLE TASKS

It's time to delegate, delegate, delegate!

Delegation is an art & when things don't get done right, leaders take their task back instead of training someone else!

It's time to make a list of your *rising stars* and start delegating tasks to them, but give them grace while they learn.

#5 YOUR GAPS

Don't decide who does what...

Seems counterintuitive right? Wrong!

Bring your team together and let them know the holes (where only one person knows how to do a critical function) and let *them* choose what they'd like to learn. Why? Because people excel at things they enjoy!

Now you know the basics of growth... But to really achieve your vision, it's time to execute them! **Get the *FULL* Growth Playbook to jumpstart your plan now.**