



3 SPARROWS  
EXECUTIVE SERVICES

**3-STEPS TO**

**SCALE**

**PAST \$10M**





# A Common Problem

**Building a thriving business demands more than a compelling mission and vision.**

I'm going to give you **3-Steps to Scale Your Business Past 10M** but **BEWARE**. These are NOT 3 *easy* steps, but they are essential!

If you do them *well* then you will have a business where people...

- Will demand your services
- Tell others about your business
- Want to work for for your business

## 01 People

Your people are the most foundational pillar to a great business.

The key is to hire and develop them well so that they will take ownership of the operations and the success of the company. They are the fuel for your business so treat them that way.

## 02 Processes

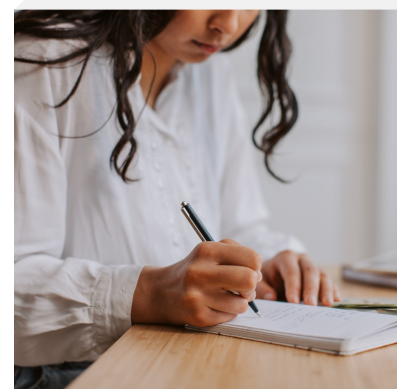
Once you clarify your mission and vision you will find gaps in your processes that you will need to fill with repeatable processes.

Collaborate with your team to establish 'Core Processes' for scalable and excellent service.

## 03 Productivity

Plans and processes don't lead to great productivity without an execution system in place.

The *secret sauce* to growing your business is setting clear expectations and accountability so that the plans actually get done!



## Want More?

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# 3P BUSINESS ASSESSMENT PEOPLE



## Question 1:

Are you 100% confident that all your employees are working at maximum capacity?

Yes

No

## Question 2:

Are all your team members, including yourself, held accountable to their roles, duties, and results?

Yes

No

## Question 3:

Do you spend more time re-explaining yourself to your employees than doing the tasks that only you can do to help the business grow?

Yes

No

## Question 4:

Do you have an employee development strategy in place?

Yes

No

## Question 5:

Do you spend most of your week “putting out fires” in the operational processes?

Yes

No

# 3P BUSINESS ASSESSMENT PROCESSES



## Question 1:

Do you have a Strategic Plan for your business that you are confident in?

Yes

No

## Question 2:

Are the most critical processes and procedures documented and understood by everyone on your team?

Yes

No

## Question 3:

Are you 100% confident that everyone knows what they should be doing, when they should do it and how they should do it?

Yes

No

## Question 4:

Do you have weekly and quarterly team meetings?

Yes

No

## Question 5:

Do you have annual strategic planning reviews with you and your management team?

Yes

No

# 3P BUSINESS ASSESSMENT PRODUCTIVITY



## Question 1:

Are you open to hearing from your employees if they have suggestions? *Considering it is respectful and valid.*

Yes

No

## Question 2:

Do your employees come prepared to meetings? *Assuming you have meetings.*

Yes

No

## Question 3:

Do all employees engage in your meetings in some way? *i.e. Make eye contact, good body language, give quality comments, etc.*

Yes

No

## Question 4:

Do you have employee incentives and rewards for exceptional work and business growth?

Yes

No

## Question 5:

Could your employees state your Vision and Mission statement and explain it confidently?

Yes

No



# Your Results...

Each section's results reveal a piece of the overall current state of your business.

Read each of the sections below to understand the gaps to your business' sustainability and scalability.

## What does this mean?

All 3 sections work together & need to be optimized in order to create a sustainable business that is poised to scale for the future.

## For Example

Great **people** are foundational to great processes & **productivity**. However, they don't guarantee it - *they need development*. Also, Great **processes** with out developed people will get the same results.

## 01 People

- > Answering "Yes" to 5/5 = Your business is optimal in this category.
- > Answering "Yes" to 4/5 = Not critical but not optimal to scale.
- > Answering "Yes" to 3/5 or less = Significant challenges that are critical to your business sustainability and your ability to scale.



## 02 Processes

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