



CommunicationWorks

1. Understanding the 7 Stages of Growth

James Fischer's research identified 7 Stages of Growth that entrepreneurial companies move through. Complexity increases as a company grows and that complexity is created by adding people. The 7 Stages of Growth provides a leader with insight into focusing on the right things at the right time, predicting how growth will impact the company and helping the leader adapt their leadership skills as the company grows.

2. The 27 Challenges & 27 Strengths

The first layer of alignment – identifying and agreeing to a company's top 5 challenges and strengths for their current stage of growth.

3. The Builder/Protector Ratio

The second layer of alignment – identifying the company's ability to balance Confidence with Caution in order to walk the fine line between chaos and equilibrium as a company grows.

4. The Non-Negotiable Rules

The third layer of alignment – identifying the deep and stage-specific issues that must be addressed in order to effectively and profitably move to the next stage of growth.

5. Strategic Alignment & Critical Initiatives

Addressing all critical issues raised during the assessment and discovery process. Then evaluating how they impact the strategic focus of the company. Finally, through consensus, develop the top initiatives that will address critical growth issues not addressed in past stages of growth as well as issues facing the company in its current stage of growth.

6. Intentional Communications

Recognizing the critical role communication plays in a company's growth and creating a two-step approach that defines who needs to know what, when and how those messages will be distributed.

7. Creating a Language of Growth

Knowing that a company moves through different stages of growth and the areas of impact are "normal" takes the fear out of growth. Taking the mystery out of running a business helps each and every person feel like participating in critical discussions. Being able to express challenges and issues in everyday language makes everyone feel like a valuable stakeholder, broadening their understanding of how their work impacts the company and recognizing that their contribution improves a company's bottom line.

The first part of the Growth X-Ray involves diagnosing the issues that are creating obstacles to growth, specific to a company's stage of growth.

Diagnosis Treatment

The Second part of the Growth X-Ray focuses on treatment by achieving alignment on priority initiatives to address the top 6 – 8 issues and to identify and set accountabilities.