



Business

## Business Leadership Series

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#BLSuspaacc



# Managing and Growing Your Business

Ammu Warriar, President  
DCR Workforce

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# Agenda

- Transitioning from the Start-up to the Growth Stage
- Stages of Financing
- Dealing with the Growth Plateau
- Things to Avoid
- Surviving the Transition
- Managing the Growth Stage

# Transitioning from Start-up to Growth Stage



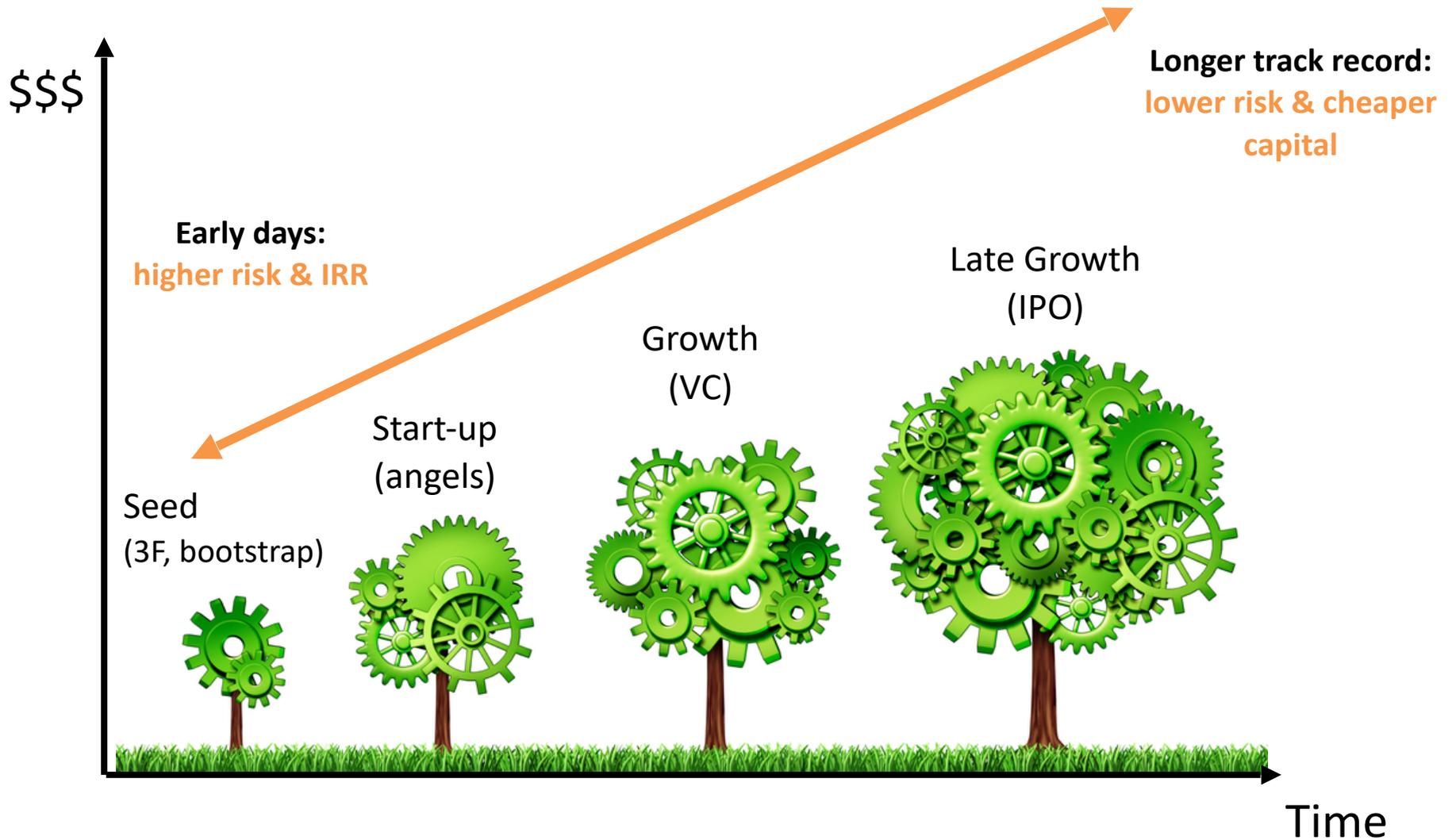
## The Good News:

You've already done a lot of the work

## The Scary News:

You've got much more work ahead

# Stages of Financing

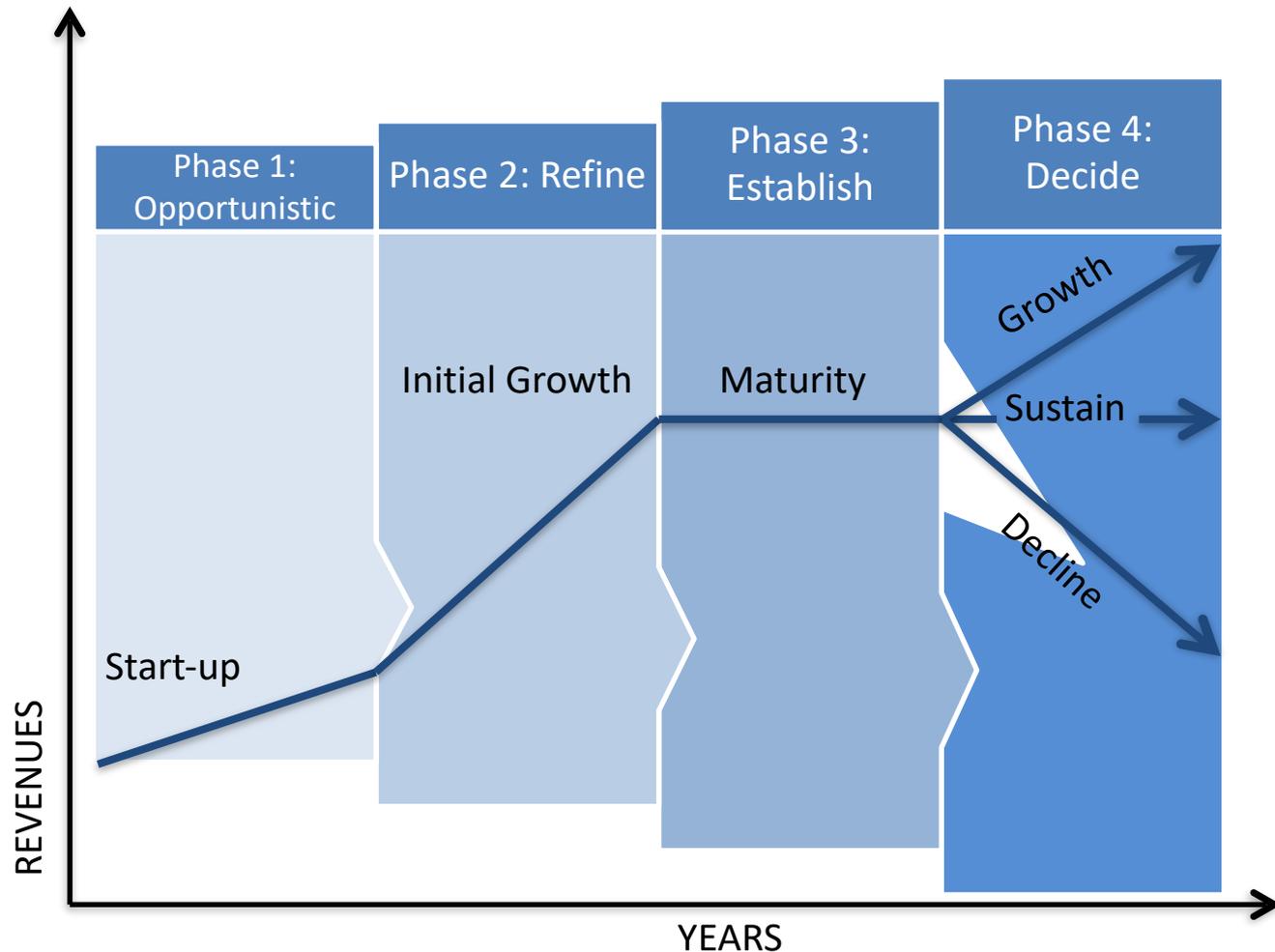


# Dealing with the Growth Plateau

Many companies get stuck on a plateau during their growth stage, and burn through cash at an alarming rate.

## How to Get Out of the Plateau?

- Understand who your core customers are.
- Keep moving forward.
- Be realistic.
- It's okay to make mistakes.
- Identify the cause of plateaus.





## Things to Avoid

- Placing all your bets on predicting the future.
- Timing is key. Confuse your managers for innovators or vice-versa.
- Having ambition that is higher than your capability.
- Working from the inside out.
- Forgetting about your personal life.



# Surviving the Transition

- Identify your superstars.
- Think about partners.
- Avoid distractions.
- Shift your expectations.
- Find an advisor.



# Managing the Growth Stage

- Define what “growing fast” means to you.
- Establish the vision of your company.
- You’ll need more cash than you think.
- Blend sales and marketing together.
- Don’t forget about your culture.
- Be aware that change is constant.
- Learn to delegate.

