

3 Actionable Tips to Grow and SCALE YOUR BUSINESS



What to Expect

This e-book breaks down 3 core components required to scale your business. We have compressed a decade of learning into a lean and mean, coles notes, brass tacks, and get to the point article.

There are 3 activities and 3 videos.

If you take the time to go through this thoroughly, it will serve you, your team, and your business by helping you build a self-sustaining business that will grow without you needing to be involved in the day-to-day operations of your company.

Let's get started!

1 Purpose

Simon Sinek's Start with Why is not only a great [Ted Talk](#) and business book, but the concept is now proving itself in the financial performance of companies around the world.

In [Corporate Culture And Performance](#), Harvard Business School professors John Kotter and James Heskett show that over a decade-long period, purposeful, value-driven companies outperform their counterparts in stock price by a factor of twelve.

Profit is not a purpose, it's a result.

As leaders and founders of our organizations, we need to make it very clear why we're doing what we're doing. At Intrigue, our purpose is "Empowering leaders to strengthen communities" and it's why we get out bed every day. We empower ourselves, our team, and our clients by helping them grow their lives, their businesses, and create stronger places to work and stronger communities to live in.

“Purposeful, value-driven companies outperform their counterparts in stock price by a factor of twelve”



Activity: Let's identify your company's Purpose (10 Minutes)

Take out a pen and paper or open up a word document and answer the questions below.

1. What does your company do? (No wordsmithing, no abstract descriptions, just the bare bones, what do you sell?)
2. How do you do it differently than your competition? (Keep it simple.)
3. Why do you do it that way?
4. Why is that important to you?

The final answer will give you some insight into your purpose and provide you with a platform for your marketing message for attracting Awesome Clients (A-Clients) and Awesome Team Members (A-Teams).

Here's a quick video explaining this a little further:



WATCH VIDEO

2 Core Values

Core Values are integral to ensuring that as growth happens the culture you've built at your business remains intact.

Core Values help your team by:

1. Creating clarity on how decisions get made.
2. Indicating which behaviours are and are not acceptable.
3. Providing alignment on recruiting new team members.
4. Helping your leadership team identify rising stars.

In Jim Collins' book [Good to Great](#), Core Values are identified as one of the factors that help companies take the leap to great performance.

After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck.



Activity: The Mars Test (4 Hours)

Imagine you are taking your company to a new planet and you can only bring the strongest team members to set it up. Who would you send? Identify the group as a small and strong sample of what embodies your company. This group are the people that 'get it'.

Once you have the group built, have them work on the following questions for a half or full day.

1. What core values do you bring to your work—values you hold to be so fundamental that you would hold them regardless of whether or not they are rewarded?
2. How would you describe to your loved ones the core values you stand for in your work and that you hope they stand for in their working lives?
3. If you awoke tomorrow morning with enough money to retire for the rest of your life, would you continue to hold on to these core values?
4. Would you want the organization to continue to hold these values, even if at some point one or more of them became a competitive disadvantage?
5. If you were to start a new organization tomorrow in a different line of work, what core values would you build into the new organization regardless of its activities?
6. Perhaps most importantly: can you envision these values being as valid 100 years from now as they are today?

**This activity must have full support from senior leadership in your business and the results need to be actioned once they return.

[Use this worksheet resource for you and your team.](#)

Here's a video on creating mechanisms inside your company to bring your values to life.



[WATCH VIDEO](#)

3 A-Clients - Find your Niche

With purpose and core values in place, you have built the platform to scale. Now it's time to bring on the clients, grow revenue and your team.

A-Clients stands for Awesome Clients. These are the clients that love working with you, refer you, smile when they see you, and understand the full value of what you do for them. They're awesome!

The idea is to focus on these people, and these people alone.

Note: Just because your focus is on getting these awesome people as customers doesn't mean you don't work with anyone else. If you're a window and door company focused on rural estate homeowners and a person inquires from a city nearby and wants you to

replace every window and door in their 2500 sq ft home doesn't mean you say no to them. Your riches are in your niches.

The more you can focus on a specific type of client, the more relevant you can be, the more value you can deliver, and the better you'll understand them.

Something we hear entrepreneurs claim is:

"If I focus too specifically, I might lose out on all of the business out there!"

This is, for the most part, a myth. The more you focus, the more you become 'The Choice' instead of 'A Choice.'

The best part is, once you delight this small group, they'll spread the word for you.

Here's a great video from Seth Godin from his latest book, ['This is Marketing'](#).



WATCH VIDEO

Takeaway notes from Seth's video:

1. Don't try and change someone's worldview. You don't have enough time and money.
2. People don't want to change their worldview. They like it and embrace it.
3. If you want to be a smart business owner who doesn't chase after everyone and anyone, find a population with a certain worldview, frame your story in terms of their worldview and you win.
 - a) At Intrigue, we call these your A-Clients. The people who believe in what you do, love your stuff, send your referrals, and aren't tire kickers.
4. Frame your story in a way your A-Client audience will focus on and you'll attract more of them.

Do you believe in quality over price? Cater your message to that and you'll attract people who believe what you believe, who are willing to invest in your product and love it.



Activity: Fill out your own A-Client Profile (60 Minutes)

[Click here to access a copy of our A-Client Profile worksheet.](#)

Note: There is a blank profile for you to fill out and below are two prefilled examples that will help you better understand how to fill it out with your team.

This e-book was designed to compress years of learning at Intrigue from real cases and our own experiences growing a company from \$400 cash to a multi-million dollar marketing company.

Take the time to watch the content and go through the activities and I know you'll begin to improve your ability to grow and scale your business!!