

# SCALE for SALE

## PART 1: LAYING SOLID FOUNDATIONS

### CHAPTER 1: IT'S ALL ABOUT THE FOUNDERS

- 1.1 What is the one thing that prevents most founders from being able to 'scale-up'?
- 1.2 How scalable is your business?
- 1.3 What sources of funding are available to help you scale?
- 1.4 I mortgaged my house in the middle of a crisis. What are you willing to do to scale your business?

References/further reading

Key takeaways

Homework

Appendix: An overview of different funding options available to help scale your business.

### CHAPTER 2: WHAT DO INVESTORS LOOK FOR IN A FOUNDER?

- 2.1 What attributes do you need as a founder to 'scale-up', and crucially, what do investors look for?
- 2.2 How can a founder maintain motivation, energy levels and keep performance levels high in the team?

References/further reading

Key takeaways

Homework

Appendix: An example of inspiring belief: How to multiply two 5-digit numbers together in under a couple of minutes without using a calculator or computer.

### CHAPTER 3: HOW CAN YOU IMPROVE YOUR CHANCES OF SCALING NOT FAILING?

- 3.1 What two characteristics common to all start-ups must be embraced in the quest for growth?
- 3.2 What is often the main reason start-ups fail and the one thing, alongside being agile, you must do?
- 3.3 What major benefits will an agile approach bring to the make-up of your business as it is scaled?
- 3.4 What can help in navigating the different strategic options and paths for the business as you scale?
- 3.5 In the rapidly evolving technology space, how can you scale up and stay agile in your decisioning with so much going on?

References/further reading

Key takeaways

Homework

## CHAPTER 4: HOW DO YOU BUILD AND RETAIN A WINNING TEAM?

4.1 What is vital for success as you assemble your 'scale-up' unit?

4.2 What will guarantee you a winning outfit?

4.3 What are the important traits for people in a winning team?

4.4 How do you ensure you have a balanced group and a foundation for growth?

4.5 How can you easily fill areas where skills are initially missing in your business?

4.6 How can you hire to increase creativity in your organisation?

4.7 How can you galvanise your team into one unit moving in the same direction?

4.8 How do you motivate, maintain, and drive high performance?

4.9 How can you retain the best people?

4.10 How to deal with hires you get wrong.

References/further reading

Key takeaways

Homework

## CHAPTER 5: HOW TO REFINE YOUR COMPETITIVE STRATEGY & EXECUTE WITH SPEED

5.1 What is a competitive strategy?

5.2 What types of competitive strategy might you consider?

5.3 What is the best competitive strategy for your market?

5.4 How do you discover a competitive advantage in an established market?

5.5 How to review your competitive strategy and discover your secret sauce.

i) Review the competitive dynamics of the Industry.

ii) Importance of trends and external factors influencing competitive dynamics.

iii) How to carry out a SWOT analysis on your business.

iv) How to consider different growth vectors for your business.

v) How to discover the total addressable market value for each of your options to scale.

vi) How to build a Competitor Insight Matrix.

vii) How do you bring it all together?

References/further reading

Key takeaways

Homework