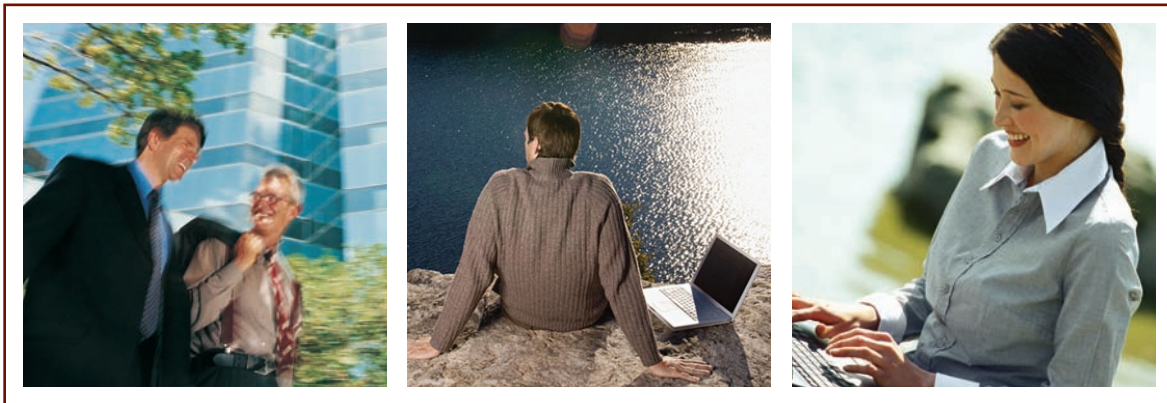




## The Kaizen Approach



[www.kaizenconsulting.com](http://www.kaizenconsulting.com)

# Methodology for Large-Scale Growth

## 1. Conceptualize Growth

- Identify the current limits in your thinking about what is possible in your life
- Expand the scope of what might be possible
- Clarify what is possible from your business
- Establish the size of company needed to achieve your personal goals



## 2. Structure the Business

<h3>PROFIT</h3> <ul style="list-style-type: none"> <li>• Assess current financial state</li> <li>• Understand if company is structured for profit</li> <li>• Identify sources of profit by division/by customer</li> <li>• Get clear on what causes changes to your profit</li> <li>• Identify next sources of increased profits (specific customers and/or sectors)</li> <li>• Assess fixed costs now and at different levels of growth</li> </ul>	<h3>FUNDAMENTAL STRUCTURES</h3> <ul style="list-style-type: none"> <li>• Current organization chart</li> <li>• Current functions</li> <li>• Current geographical/industry/sector reach</li> <li>• Future organization chart</li> <li>• Future functions</li> <li>• Future geographic/industry/sector reach</li> <li>• Transition plan</li> </ul>	<h3>PEOPLE</h3> <ul style="list-style-type: none"> <li>• Strengths/weaknesses of each team member</li> <li>• People impacts on the flow of operations</li> <li>• Desired shifts in people or in roles and responsibilities</li> <li>• Hiring system to hire A-players</li> <li>• Create Value Template™ for employees</li> <li>• People development</li> <li>• Corporate culture</li> </ul>	<h3>REPEAT &amp; REFERRAL BUSINESS</h3> <ul style="list-style-type: none"> <li>• Understand current patterns of repeat sales from existing customers</li> <li>• Understand current rate of obtaining and converting referrals from customers</li> <li>• Identify untapped potential of repeat sales</li> <li>• Identify untapped potential of referrals from customers</li> <li>• Assess current lead database</li> <li>• Understand the database development needed to support greater repeat &amp; referral business</li> </ul>
<h3>CUSTOMER VALUE</h3> <ul style="list-style-type: none"> <li>• Clarify the measurable value proposition</li> <li>• Create Value Template™ for customers</li> <li>• Unique factors</li> <li>• Desired customer experience</li> <li>• Actual customer experience (customer satisfaction surveys)</li> <li>• Unique process development and labeling</li> <li>• Communicate customer value in marketing &amp; sales materials</li> </ul>	<h3>DELIVERY CAPACITY</h3> <ul style="list-style-type: none"> <li>• Current flow of operations</li> <li>• Identify what is documented vs. what is based on experience</li> <li>• Checklists for implementation</li> <li>• Sales &amp; Marketing</li> <li>• Operations</li> <li>• Finance</li> <li>• Human Resources</li> <li>• Other supporting departments</li> </ul>	<h3>NEW SALES</h3> <ul style="list-style-type: none"> <li>• Sales team assessment</li> <li>• Understand current method of customer acquisition by product, sector, customer group</li> <li>• Assess this utility as the company grows</li> <li>• Identify hiring and training needs</li> <li>• Develop sales strategy</li> </ul>	<h3>CASH FLOW</h3> <ul style="list-style-type: none"> <li>• Develop and review cash flow forecasts</li> <li>• Identify potential improvements in cash flow</li> <li>• Identify funding needs for growth</li> <li>• Review banking needs</li> </ul>

## 3. Grow as a Leader

- Individual accountability
- Time-off
- Aligning goals
- Unique ability
- Leadership
- Management vs. Micro-management
- Difficult conversations
- Negotiations skills
- Growing past personal limits
- Staying strategic



# Consulting Programs

## THE BUSINESS BUILDER™

For companies up to \$1 million in annual sales

## THE BUSINESS BUILDER PLUS™

Plus one-on-one consulting time with Kaizen founder, Michael Walsh

## THE FREEDOM WEALTH BUILDER™

For companies from \$1 to \$10 million in annual sales

## THE SALES TEAM BUILDER™

Hiring salespeople, sales planning, compensation, tracking results

## THE ENTERPRISE BUILDER™

For companies from \$10 million to \$100 million in annual sales

## Business Systems

# E

EMPLOYEE  
(in the system)

# B

BUSINESS OWNER  
(has the system)

# S

SELF-EMPLOYED  
(is the system)

# I

INVESTOR  
(funds the system)

Source: Adapted from *The Cash Flow Quadrant* by Robert Kiyosaki

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