

**NINE STEPS TO**

# **SUPERCHARGE**

**YOUR BUSINESS GROWTH**

'A blueprint to build a profitable business that works for you'



**Kristian Livolsi**

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

# A NOTE FROM THE AUTHOR



Above all else, I am a family man and I am blessed to have my partner Lucy and our two beautiful children Leonardo and Lavender. These three amazing humans provide me with love, happiness and energy everyday and I am forever grateful.

I am driven by purpose and everything I do has a purpose. I am strategic and performance-focused and I have rich experience in entrepreneurship, innovation and leadership. I am a business advisor and growth strategist. I'm a published author, podcaster, businessman, entrepreneur and writer. As an entrepreneur, I have been involved with 77 businesses, as a business advisor and growth strategist. I have worked with more than 500 companies and consulted in 18 countries.

In 2017 I was appointed the Inaugural Entrepreneur in Residence and an Adjunct Professor at the University of Adelaide. During my term, our team helped 66 start-ups raise \$189,000,000. It was at this point I realised I needed to pursue my purpose with more focus, so I systematically began exiting from ten companies I owned and in 2019 founded the Business Growth Mindset.

My story is not all success, in fact I am an expert in failure. I have experienced the awesome highs and dramatic lows of business and I have failed often.

My life has taught me many valuable lessons but two in particular have had profound impact on my life and they are building resilience and living with purpose.

Stay in touch by subscribing to my various social media channels and make sure to subscribe to my **Business Growth Mindset Podcast** where I share business insights and principles to help you on your journey.

Live with purpose,

Kristian Livolsi





*Our greatest glory is not in never falling, but in  
**rising** every time we fall*

*- Confucius -*

There are nine critical areas in your business that will impact your success and failure.

These nine areas form the foundation of our proprietary Grow and Flourish program.

Many business owners know about these nine areas but rarely focus on them. Instead, they spend most of their time working through operational and management issues. They are frustrated and struggle with working too many hours, putting out fires and chasing their people.

Our program forces you to spend time focusing on all nine areas so that you don't continue to suffer the struggles and frustrations of the often treacherous path of business growth.

It allows you to approach your business from a helicopter view so you can achieve clarity and confidence in your direction, knowing exactly which areas of your business you must drive and focus towards.

**➔ Consider these areas for your business and apply the tips in this book to supercharge your growth.**

There are six clear stages to moving your business towards freedom and it applies to every business. Having founded, co-founded and invested in 77 business and advised more than 500 companies across 18 countries these stages are universal.

## Strategy Plan

### CLARIFY AND DIRECTION

- Why?, what?, who?, how? and when? outcomes
- Vision and goals
- Sequence
- Game plan



## Enhance

### STRUCTURE AND LEADERSHIP

- Max win Max profit
- More time
- Increase action
- Peak performance



## Systemise

### REPLICATION AND ORDER

- Take back control
- Accountability
- Streamlining
- Leverage
- Massive Action



## Automate

### GROWTH

- Cost minimisation
- Greater efficiency
- Scale



## Innovate

### EXPANSION

- Opportunities
- Improvements
- Sales and Marketing



## Freedom

### EMPOWERMENT

- Diversification
- Income Streams
- Exit
- New venture creation



## FLOURISH PROGRAM

Many business owners along their journey feel lost and alone in their business.

This is not uncommon.

They might be stuck and unsure even when they are succeeding. This is normal and often all they need is some extra help to get to the next level.

Working 60-70 hours a week can be a grind. Combined with managing the team, the products and services, managing the finances and then finding family time can be overwhelming and for some, it can lead to a burn out.

The **Grow and Flourish Program** is design to help you get back on track and in control in less than 90 days. Over 12 months it will help you navigate through the treacherous path of growth by enhancing and systemising your business and empowering your people so you can have more time and freedom.

Commonly our clients get back at least 8 hours per week, increase organisational morale and improve profits in less than 90 days.

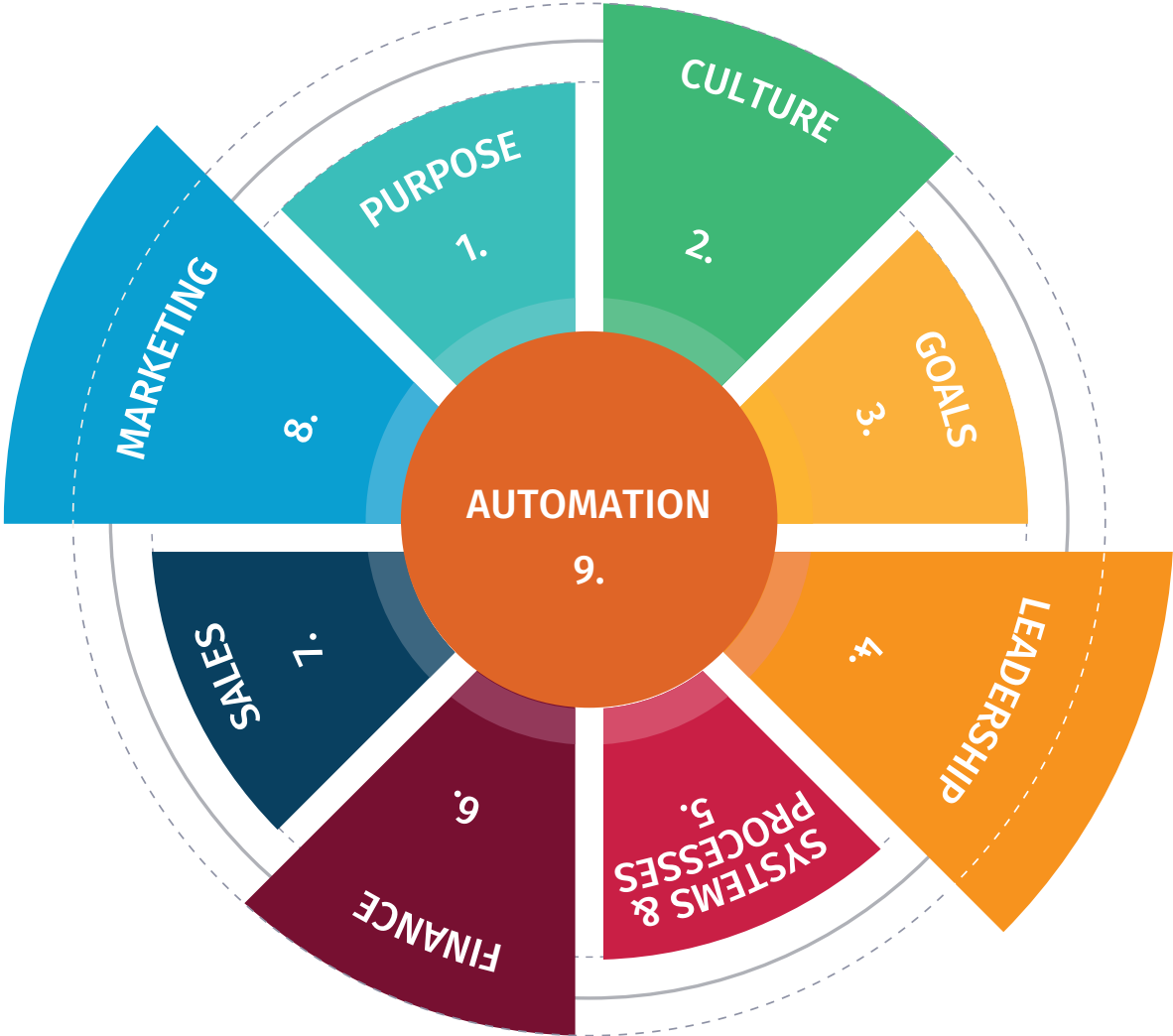


**WE**  
**COACH**  
**MENTOR**  
**INSPIRE**  
**YOU**  
**GROW.**

[BOOK A FREE DISCOVERY CALL](#)

Nine ways to supercharge your business growth.

This is a system that is proactive and works time and time again. It's actionable and repetitive.



## UNDERSTANDING PURPOSE

➔ **Success is the greatest failure known to humanity, because we don't understand the repercussions of success.**

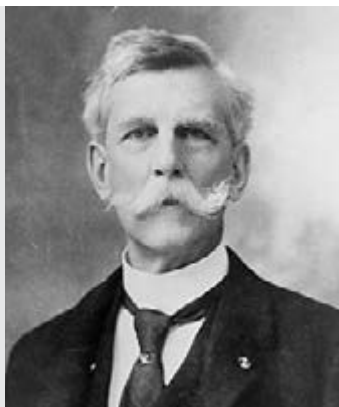
This is why understanding your purpose matters. It is the answer.

When you have purpose, you will always have a healthier outlook on work and life.

Understanding your purpose allows you to make yourself vulnerable, and put your values out into the world.

It is so easy to become fixated on the 'what' and the 'how' of achievement. This fixation is the reason many people don't recognise that, first and foremost, their focus should be on the 'why'.

When you are purpose-driven, you can inspire others to follow you. Because having purpose is magnetic. Some call it charisma, but the truth is it is much more straightforward: you have purpose, and most people don't. It is this that draws people to you.



***Most of us go to our graves with our music still inside us, unplayed.***

*- Oliver Ames -*

When you understand your purpose, you go beyond the limits of your horizon. This puts you in an incredible position - one where you can elevate others to share your vision.

# UNDERSTANDING PURPOSE

What are you looking for?

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What are you passionate about?

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What do you love doing?

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If I only had 12 months to live, what would I do?

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What are your natural talents?

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What words were used to describe you when you were growing up?

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Culture is the ideas, customs and social behaviour of a particular people or society.

Organisational culture refers to shared values, attitudes, standards and beliefs that characterise members of an organisation and defines its nature.



*A strong culture “can account for 20-30% of the differential in corporate performance when compared*

*- James Z. Heskett HBR -*

### SIX FUNDAMENTALS THAT CREATE CULTURE

- **Vision**  
Guides the organisational values and provides it with PURPOSE.
- **Values**  
They are the core of culture. They offer guidelines on behaviour and mindsets.
- **Action**  
Values have little importance if they are not enshrined in organisational practice.
- **People**  
They need to share the values and possess a willingness and ability to embrace them.
- **Narrative**  
A unique story worth telling is a core element to culture creation.
- **Place**  
It shapes people.

# CREATING CULTURE

Think of you and your immediate founders and employees and/or investors you admire. These are the people that if you had 100 of them you could take over the world.

List the character, attitudes and values that make them special?


This is the start of uncovering and forming the values of your organisation.

**OUR VALUES**

**LEADERSHIP** - We invest in our team to ensure they have excellent leadership skills

**FAIL-FORWARD** - We embrace failure, employing tactics to use each failure as a step forward.

**SUSTAINABILITY** - We operate in a way to improve the world around us to ensure both our business and community is sustainable.

**EXCELLENCE** - We strive for excellence in everything we do to ensure the lives of our team and customers is the best it can be.

**COLLABORATION** - We work together to achieve goals that we as individuals could not.

 Culture eats strategy for breakfast!

So many people I meet have no goals. They wake up everyday and they do the same things as the day before but expect a different outcome.

Many business owners I meet also have no goals. Instead they have dreams and aspirations. These are not goals!

If you want to move in a different direction and achieve a different result you need to have a destination. This is a goal.

Write SMART goals for the next 12 months. Break these goals into a 90 day sprint with milestones. These become the checkpoints to your destination.

Mobilise yourself and your team to achieve these goals by sharing them with them and guiding them through the 90 day plan. This is about taking massive action.

### **SMART** goals must be;

- **Specific** - They need to be simple, sensible and significant
- **Measurable** - If you can't track it how do you know you've reached the goal?
- **Actionable** - Challenge yourself but make it achievable
- **Realistic** - Be honest about you and your teams capabilities
- **Time Bound** - Give yourself a deadline - don't leave it for 'someday'

# CREATING GOALS

What are three 12 month goals for you business?

Remember they need to be **SMART**.

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“ *Management is doing things right; leadership is doing the right things* ”

- Peter Drucker -

- Being a leader can be defined as someone whom people follow voluntarily.
- The process of inspiring others to work hard to accomplish important goals (Schermerhorn et al 2013).
- The process of influencing others to achieve organizational goals (Bartol et al 2001, p398)
- The use of non-coercive influence to shape the group's or organization's goals, motivate behaviour, and define culture

## Key points

- Choosing a leadership style to suit you, your organisation, and it's people (employees) is critical.
- Organisations rely on large numbers of people to fill low - moderate wage jobs.
- Staff turnover is a key issue.
- Employees often want more than just a pay packet!

## Management VS Leadership

Let's break down their roles and see how they differ;

### MANAGEMENT

Plans and Budgets  
Oversees staffing  
Solves problems  
Maintains order  
Writes reports, checklists etc

### LEADERSHIP

Charts a course that provides direction  
Offers guidance and counsel  
Motivates and inspires a call to action  
Creates and environment for change  
Trains and teaches

## Nine Key Leadership Traits

- Awareness
- Decisiveness
- Empathy
- Accountability
- Confidence
- Optimism
- Honesty
- Focus
- Inspiration

### REFLECTION

Knowing yourself [self-awareness], is the key to becoming a better leader.

*List your strengths and weaknesses;*

Strengths

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Weaknesses

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# SYSTEMISE YOUR PROCESS

When you don't have any systems in place your process gets lost. Systems and processes create accountability.

Areas that will help you to systemise your business for growth include;

- Organisational chart - all the people in your company, the right seats in the bus!
- Position Descriptions - their duties and responsibilities
- Key performance indicators
- How to's
- Structured Weekly Meetings
- 90 Day Sprints

Systemising your process will allow you and your team to achieve the same results over and over again.

Below is a process we use to document the process. When you do this make sure to get your team involved. This creates buy-in but it also means you don't miss anything. Use this exercise to uncover problems and opportunities.

## How to document a process

**Expected outcome** - purpose of the process

**Scope** - what and who this system is for

**Who** - clearly outline who is responsible

**Time frames** - when this is to be used and deadlines for tasks

**How** - a step by step guide showing how to perform the process, use screenshots / images or diagrams where needed to ensure it's communicated clearly. Make sure each step is clear and seek feedback from persons who will perform the process.

**Review** - once the process has been Systematised ensure regular reviews are done to ensure the content is still relevant and any feedback is taken into account so improvements can be made.

 **Want us to help you systemise your business and put you on the path to growth?**  
[CLICK HERE](#) to Inquire about our B.O.S Bootcamp today.

Understand your financial statements! It's critical to your success.

➔ **Poor management of cashflow is the main reason that business's fail. A paper profit doesn't mean you will have sufficient cashflow to pay creditors.**

There are three financial statements you need to become familiar with, they are;

- **The Balance Sheet**
- **The Profit and Loss**
- **The Cash Flow**

Many business owners rely solely on their Profit and Loss Statement but this is not enough. In fact its outright dangerous and not suitable for a growing business.

For a SME you need to prepare a weekly cash flow forecast. That needs to be updated daily! This will provide you with the visibility and flexibility to take a considerate approach to managing your cash flow.

What scares me the most is that there are many business owners and particularly sole traders sailing very close to the cliffs edge and most struggle with reading a Profit and Loss Statement let alone understanding a Balance Sheet!



Let me be clear. It's not that hard. It really does come down to practice.

A simple cash flow is essentially money in and money out. It is the inflow and outflow of your business. The hardest part is planning for when it comes in and when it goes out, more importantly it's about understanding how much cash you actually need to make it to the other side. Also known as the runway!!

If you think I am a control freak, then ask my clients how often I review their cashflow, yes that's right weekly!

I teach them the exact same principles that I follow, why?

Because having this instrument in your toolbox makes you aware and in control. You remain fluid and you limit any surprises. It allows you to be flexible and it empowers you to make better decisions.



[DOWNLOAD CASH FLOW TEMPLATE CLICK HERE](#)

Take time to review your sales process. Consider the following problem hotspots.

## SELLING PROBLEM HOTSPOTS

- **Prospecting**
- **Closing**
- **Selling Value**
- **Results Lag/Goals not achieved**
- **Poor Sales Skills**
- **Losing accounts**

**Two basic foundations to sales that you must consider:**

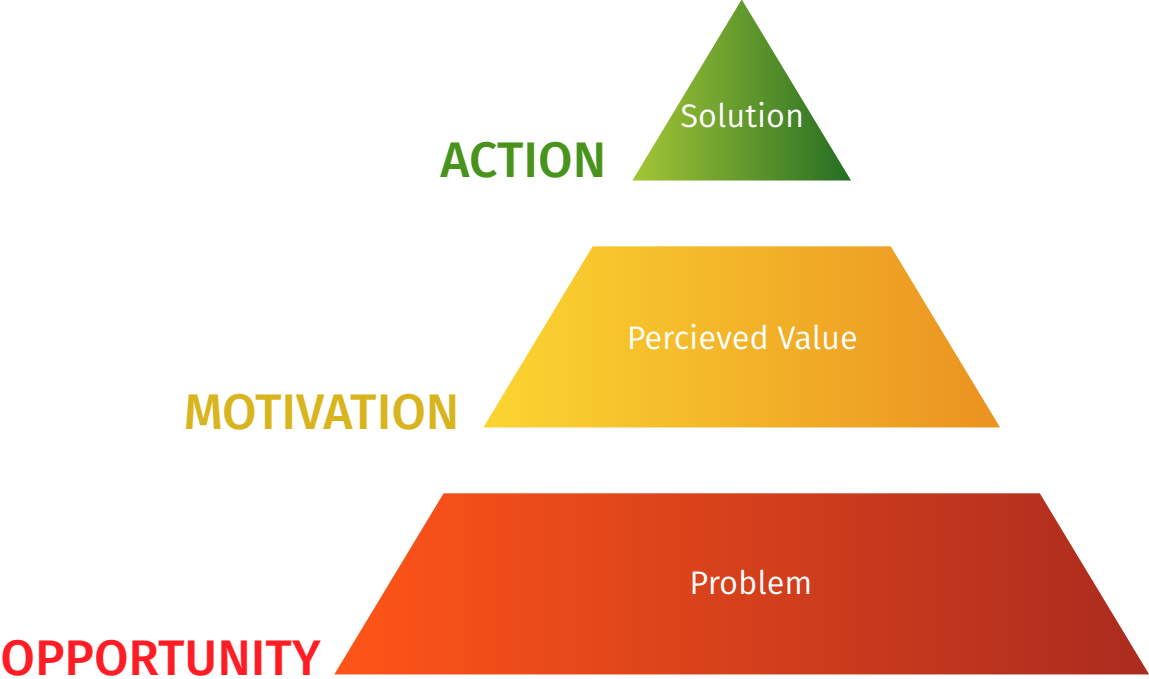
### LEVERAGE

How can you make more money with less work?

### SYSTEMS AND PROCESS

Have you got a sales playbook so you can replicate and scale?

ARE YOU PROACTIVELY GROWING YOUR BUSINESS?



Perceived value is what its all about! This means we need to differentiate ourselves from our competitors. Our products and services must value add to our consumer and our service must exceed the expectations of our consumer.

**Value add** means giving the consumer more than they expect on a per transaction basis.

If you want more business, you need to see fewer people, and you do this by establishing your niche market.

**The secret..... get many from a few instead of a few from many!!!**

Relationships are targeted efforts - not random occurrences.

## EXERCISE

What is your perception of value?

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List several examples and reflect on how you can leverage the same powers?

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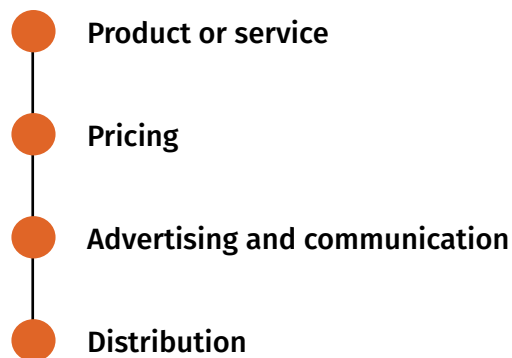
# THE RISE OF MARKETING

The modern economy depends on 'trade' and it's the responsibility of marketing to oversee the trading of your products and services.

The role of marketing is to create offerings that appeal to suspects.

It's about planning, research and competing. As part of that development you need to test and learn and test again to ensure that the products and services that get produced are actually what consumers want to buy at a price they can pay.

Become familiar with the concept of the marketing mix. This covers;



It's also commonly known as the four P's: product, price, promotion and place.

**Your ability to influence the marketing mix comes down to your ability to measure the metrics and understand the relationships.**

## EXERCISE

List examples of marketing metrics you can use to provide you with more visibility of your marketing performance?

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There are two principle market-based asset. They are **mental availability** and **physical availability**. Together they determine how easy a brand is to buy and for how many people.

Market-based assets constitute much of the value of any successful company. Therefore you need to think about growing such assets to increase your companies value.

Take five and research the two principle market-based assets;

Mental Availability?

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Physical Availability?

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How can you grow your mental and physical availability?

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➔ **Knowledge is power.**  
**Know who buys, where, when and how much!**

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**THE BEST MARKETING  
STRATEGY: CARE.**

- GARY VAYNERCHUK

# BENEFITS OF AUTOMATION

The benefits of automation can be illustrated into seven areas;

- **Quality and consistency**
- **Time-saving**
- **Metric visibility and accountability**
- **Operational efficiency**
- **Governance and reliability**
- **Reduced turnaround times**
- **Reduced costs**

## EXERCISE

Simple and immediate areas in a business that can benefit from automation include production, service, billing and collections.

Advancement in technology and the success of cloud applications and storage has accelerated the evolution of business processes to automation.

The purpose is to automate as many manual processes as possible in your business.

List all your manual processes in your business?

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Which ones can you automate with off the shelf software or technology solutions?

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➔ **For small business repetition is critical, therefore look for things in your business you do more than once as this provides an opportunity for automation.**



Automation will eliminate some jobs and even fields in coming years. It's unavoidable and necessary to stay competitive and maximise profits. The demand will always exist for individuals and teams that demonstrate critical thinking and creative problem solving skills.

Many businesses are using email marketing but not effectively. Platforms are much more evolved and smarter than 10 years ago. Platforms like Zoho and Hubspot offer software that allows for tailoring of parameters, which is fully automated and requires no human intervention. This can be as simple as an introduction email, a thank you note or a service notice. The more complex solutions involve funnels and nurturing campaigns that lead to specific outcomes and goals.

Automation itself is being disrupted by AI and machine learning and the advancement in chat bots is enormous.

**How can you use the tools offered by Zoho and Hubspot in your business to streamline and support sales and marketing functions?**

**What do you know about chat bots and can this be applied to your business?**

**Can it provide a better user experience and will it free up a Human Resources to work on less mundane tasks?**

Remember that automation is an opportunity for efficiency, convenience and profitability.

**➔ Automation is the final piece in the puzzle for you to experience more time off and more freedom than ever before.**

Transitioning to automation is top of the list for our clients and in less than 12 months they enjoy the freedom that comes from having control, more time and more money. The reason they have succeeded is because they have been able to systemise, measure and establish accountability throughout their entire organisation including themselves. They are able to lead rather than manage and they have a thriving culture driven by purpose.

### **Congratulations on reading this document!**

These tools will help you grow and flourish but reading this document is only the beginning. Now that you are aware of the nine areas to supercharge your business you must take action! The real magic starts when you begin to implement each of the nine areas.

You must be really clear about your purpose so that you can have others follow you voluntarily into the future. It's hard enough to get people to take action on the now so its critical that you know your future and you can articulate it to your stakeholders.

To capitalise on this strategy to its fullest potential most people need guidance and leadership and that's ok. That is what we specialise in at the Business Growth Mindset.

If you want to see if you are the right fit for our [Grow and Flourish Program](#), then book a 15 minute discovery call now.

On this call, we will work through understanding your purpose and outcome so we can assess our mutual suitability.

If you feel that you have the winning products and services but can't find the winning formula and strategy to grow your business, then don't hesitate! Book your 15 minute discovery call now.

# READY TO LEVEL UP ?

Schedule your free 30-minute discovery call to get started



**BOOK A FREE DISCOVERY CALL**

“

**YOU HAVE MORE  
POWER THAN YOU  
KNOW. YOU HAVE THE  
POWER TO CHANGE  
AND CREATE CHANGE.**

- KRISTIAN LIVOLSI



# WHAT CAN YOU DO NEXT?

## **GROW AND FLOURISH.**

Designed for business owners and executives wanting to increase revenue, take back control, gain more freedom and create more time to do the things that matter the most.



**BOOK A FREE DISCOVERY CALL TODAY!**

We work with highly driven top performers to create meaningful change that impacts their business and life, through mastering a growth mindset and implementing systems and processes that support scaling.

By applying core principles, you can eliminate many business-related frustrations. You can have great employees who share your vision, communicate productively, demonstrate accountability, and solve problems. You will not only create a business that runs seamlessly, you will also grow your business.



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

**Live with purpose,**



A handwritten signature in black ink that reads "Kristian Livolsi".

Kristian Livolsi

— BUSINESS —

GR  WTH

MINDSET

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This is proudly a Kristian Livolsi resource

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