



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/users/PaulHoyt



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me



The Reasons

- First and most importantly, I want you to know that I **care** about you.
- I want you to **succeed** in every area of your life, whatever that means to you.
- I want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then **remember** it, **embrace** it, and **live** it every day.



My Vision...

... To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives



Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Join Us!

- Brilliant Business Groups on Facebook and LinkedIn
 - <https://www.facebook.com/groups/BrilliantBusiness/>
 - <http://bit.ly/BrilliantBusinessGroup>
- Energy of the Day and Business Success Principle of the Day postings
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook

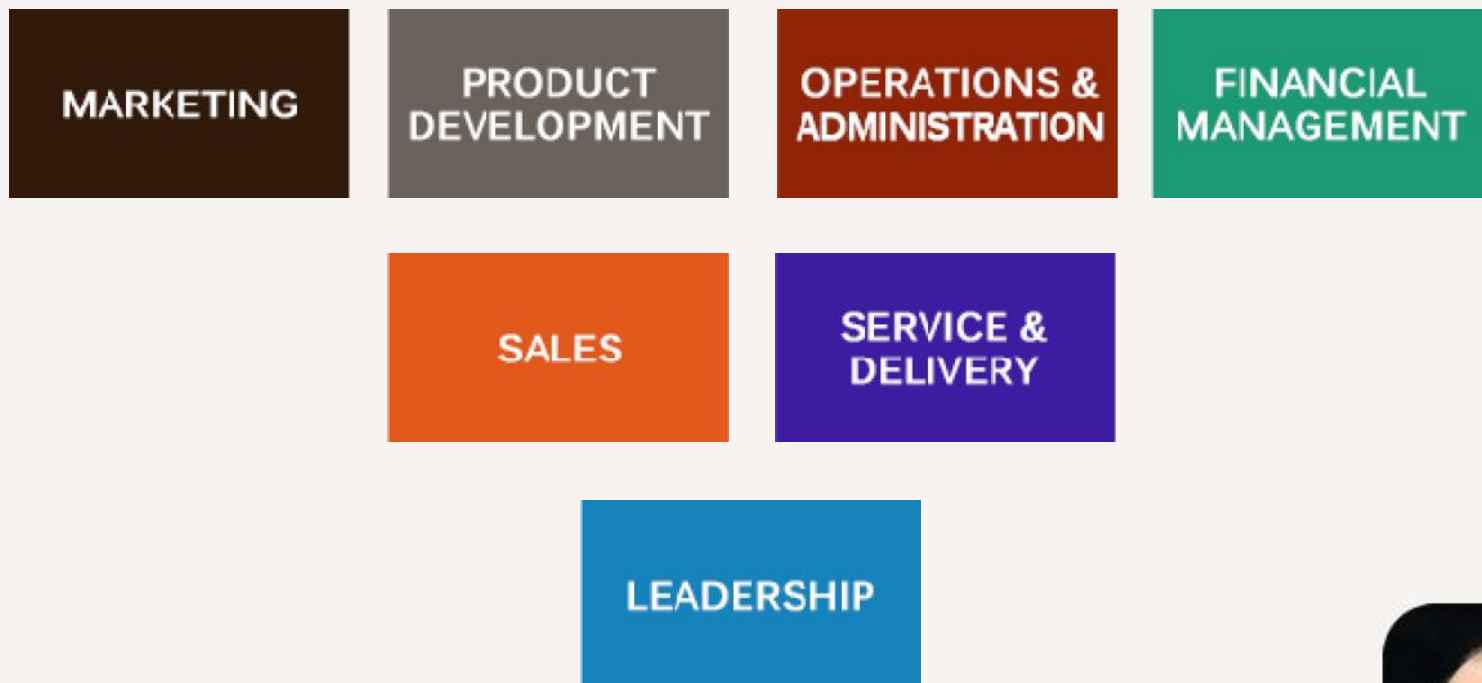


Today's Topic:

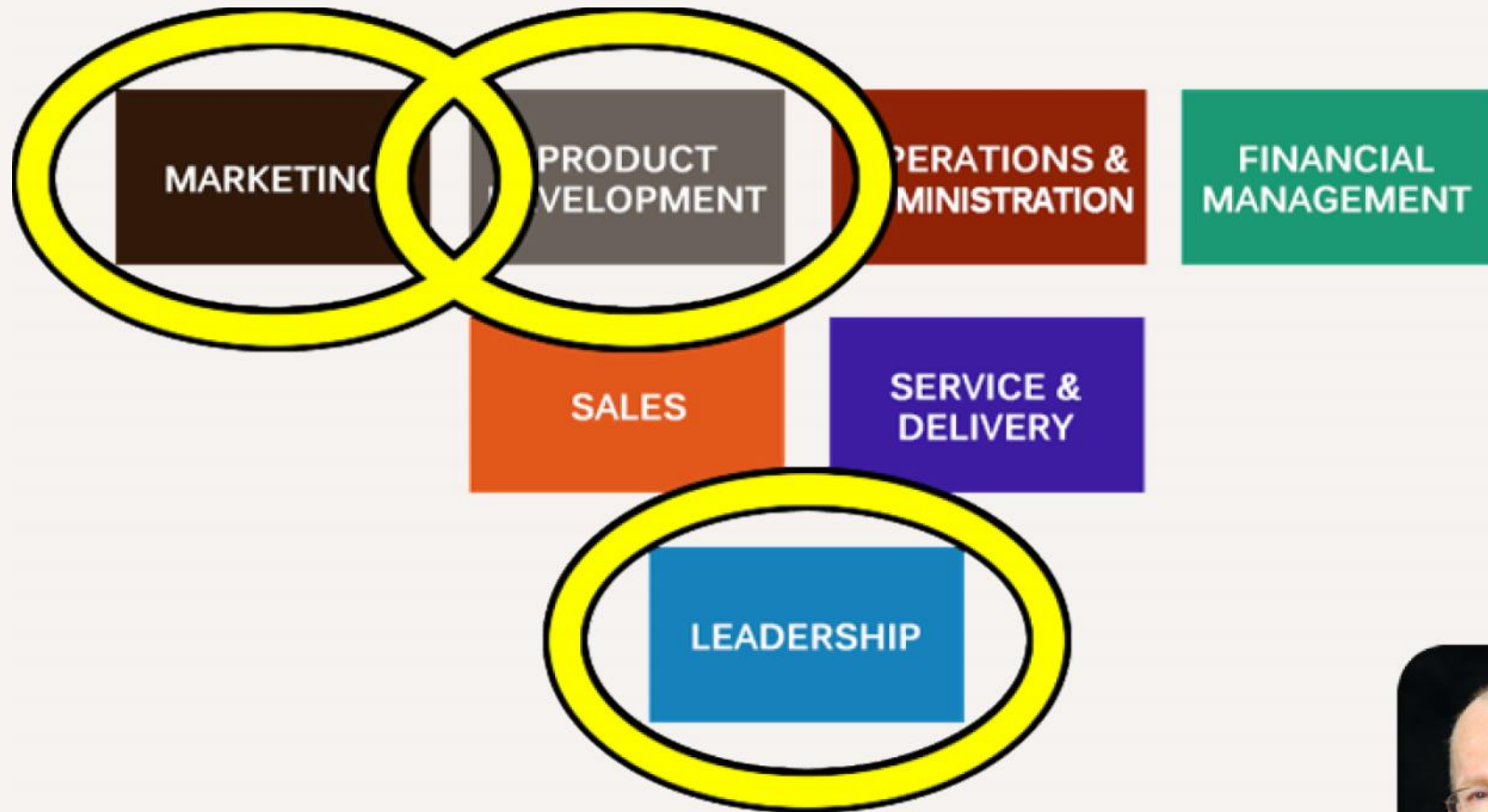
Organic Growth: How to Fertilize Your Business!



The Key Performance Areas



The Key Performance Areas



Agenda

- The Old Days and Today
- What is Growth?
- Non-Organic Growth
- Five Classic Organic Growth Strategies
- Big Steps and Small Steps
- Stages of Growth Factors
- Product Life Cycle Factors
- The Bottom Line



The Old Days

- 1850's General Store
- As the town grew, the business grew
- Added more products to increase selection
- Expanded store
- May add locations: local, regional, national, then global



Today

- Global markets are reachable immediately
- We have digital products in addition to physical products
- Systems allow us to expand much easier



What is Growth?

- Revenues
- Profits
- Customers
- Asset Value
- Market Share



What is Organic Growth?

- **Organic growth** is **growth** that comes from a company's existing businesses, as opposed to **growth** that comes from buying new businesses.
- It comes from increasing output and increasing sales



Non-Organic Growth

- Acquisitions
- Mergers
- Joint Ventures
- Partnerships
- New Directions



Why Non-Organic Growth?

- Limitations of organic growth
 - Customers
 - Staff
 - Technical
 - Management
 - Suppliers



Why Non-Organic Growth?

- Diversification (related and unrelated)
- Technology and expertise
- Taking advantage of opportunities
- Securing the supply chain
- Market dominance
- Rapidly increasing asset value



Five Organic Growth Strategies

- Sell more to existing customers
- Get more customers in existing markets
- Expand to new markets
- Introduce new products
- Form partnerships and alliances



Sell More to Existing Customers

- More touches
 - Additional marketing
 - Additional sales staff
- Volume purchase agreements
- Loyalty programs
- Specials and promotions
- Product funnels
- Raise prices



Get More Customers in Existing Markets

- More marketing
- Improved marketing
 - Messaging
 - Visual appeal
 - Social proof
- New media
- Improved sales conversion rates



Expand to New Markets

- Online
- Offline:
 - Local, Regional, National, Global
 - Captured sales force
 - Independent sales reps
 - Close to competitors
or far away from them



Introduce New Products

- Replacements of existing models
 - Cars, computers, smartphones, electronics of all kinds
 - Also services
- Category management
 - New models, higher and lower in price
 - “Knock yourself off” strategy



Form Partnerships and Alliances

- Technology
- Operations
- Marketing
- Sales



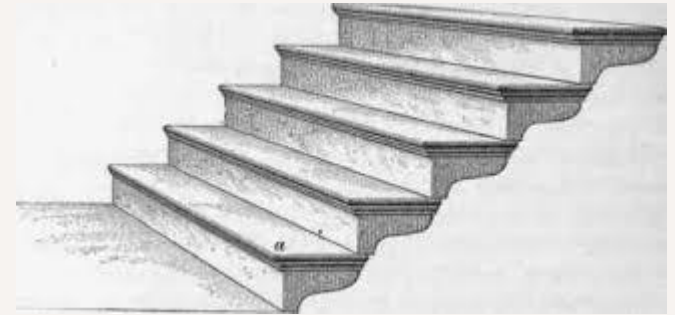
Five Organic Growth Strategies

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Big Steps and Small Steps

- Product launches
- Market launches
- Moving or adding locations
- Major Funding (equity or debt)
- IPOs
- Some steps are so big the entire company is at risk
- Major expansion can be as risky as starting up

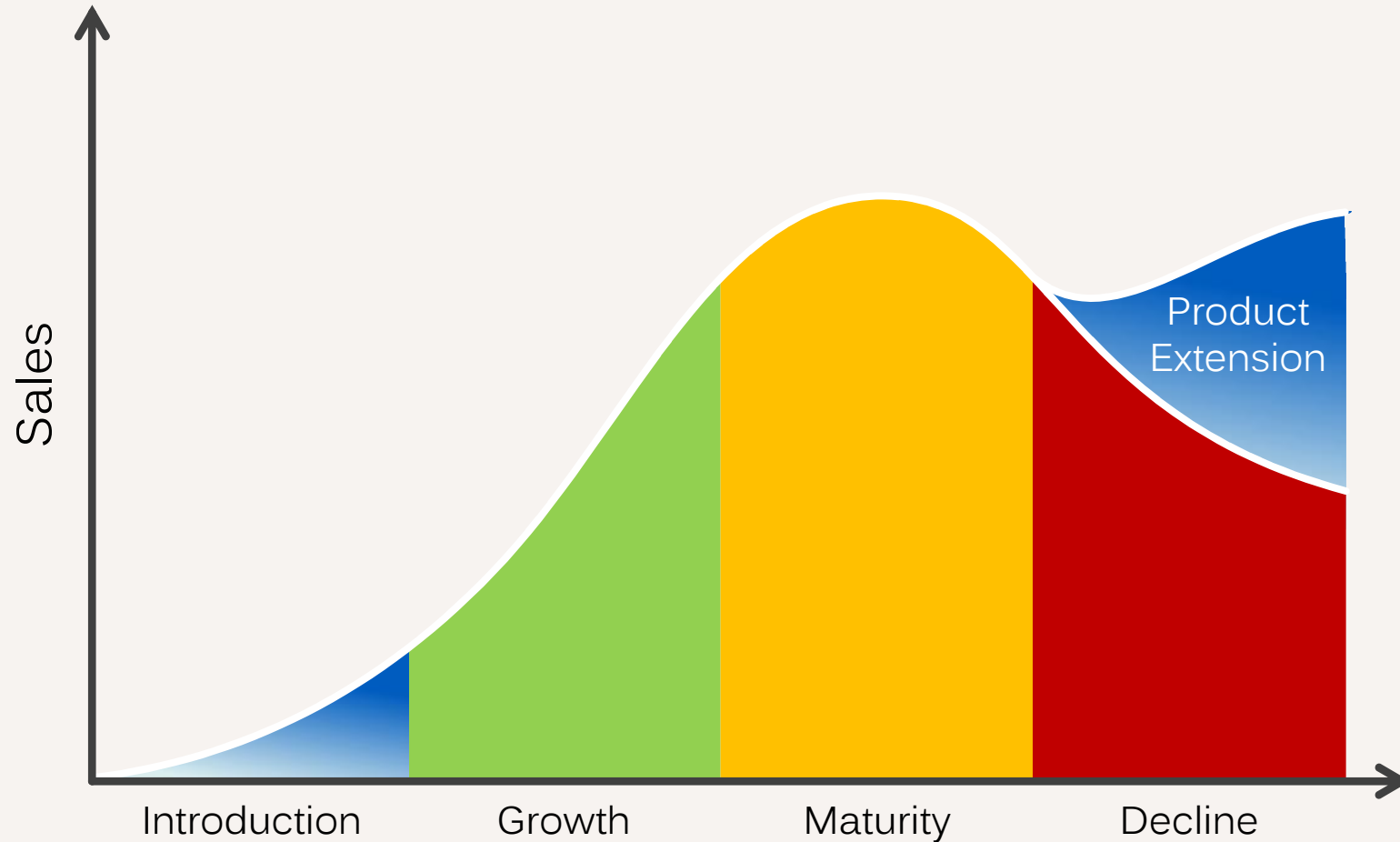


Stages of Growth Factors

- Your growth strategy depends on your stage of growth
 - Start up
 - Initial Growth
 - Rapid Growth
 - Steady Growth
 - Turnaround
 - Preparation for Exit



Product Life Cycle Factors



The Bottom Line

- There are a lot of ways to grow your company
- You can grow organically or non-organically
- Some ways cost more than others
- Some ways are more risky than others
- Pick the ways that are right for your size of business, resources, opportunities, and appetite for risk



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Homework / Exercises

- Pick the organic growth strategies that are right for you
- Consider non-organic growth
- Get coaching and support to accelerate your growth and progress



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I focus on the “**whole person**”
- I don’t want a lot of your money. I just want you to get the support you **want**, **need**, can **use**, and can **afford**
- I want you to **learn to swim** before you jump into the deep end
- I believe that Belief and Persistence are necessary, but not sufficient – you also need a **viable business model** and **a lot of support**



Our Support Services

- Education
- Training
- Consulting
- Coaching
- Growth Management
 - A “Do it With You” service!



Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



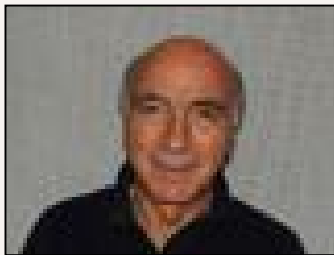
Sign up for our Business Growth Acceleration Kit

- www.PaulHoyt.com/CEOBonus
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value is enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”
- “This program is worth at list 20 times more than the current price. I finally understood what I need to do to succeed.”



Nick Catricala



Next Office Hours: Dec. 29th

- Topic is: Open Group Coaching
- Send me your questions ahead of time
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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