

THREE ROUTES THAT CAN LEAD TO PROFITABLE AND SUCCESSFUL GROWTH.

of how to grow a business profitably. Going from \$50 million to \$100 million seems like a linear equation; achieve \$50 million more in sales and add the commensurate level of resources to achieve that revenue. If only it were that simple. A firm can certainly take on more projects and find more project



that can work both independently of the home office and also in concert with it.

2. Organic Growth

Many organizations look at acquisitions and see it as an unmitigated mess. It can be difficult to detangle all the minutia

for. Instead, the company may look for opportunities for organic growth in the market. This is not necessarily an easier path to success, but it does allow for a fresh start as opposed

acquisition. There are still questions that must be answered before moving forward with this approach:

- » Who will lead this endeavor?
- » Who are the current players in that market? What do you know about them? If you are entering a new market, how will you anticipate the competition's response?
- » If you are entering a new niche/sector, how will the current players react?
- » How will you measure success?
- » Is your operational model leverageable?

It all comes back to people. So many firms want to grow but they also don't make talent development, as it relates to growth, a priority. If your firm has ambitious growth plans over the next 5 to 10 years, what aspect of your strategic

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