



# 5 PHASES TO **SCALE A TEAM-MANAGED COMPANY**

WHAT PHASE YOU ARE IN AND THE NEXT PHASE YOU WILL BE STEPPING INTO

**PHASE 1: THE SEEKER** You rule and run your domain. In fact, you are the domain. You create, implement, sell, do and are responsible for everything.

**PHASE 2: THE PIONEER** You have a few employees. (For example, an assistant, a marketing coordinator and a bookkeeper.) You begin to delegate, however, you are still approving everything that comes in and out of your company.

**PHASE 3: THE RINGLEADER** It can feel like a circus at times! You are building small teams (For example: admin, finance, marketing, sales, customer service) You are:

- Clarifying your Big Picture Vision
- Leading team meetings, creating systems and processes
- You are still micro-managing
- You are spread too thin
- Employees may feel discontent as clarity of roles are still being defined.

**PHASE 4: THE CO-CREATOR** You begin to recruit or promote team managers to lead the divisions of your company. The team co-creates solutions, brainstorms new opportunities and steps up as leaders to inspire growth. They ask:

- How can we delight our customers?
- How can we innovate?
- How can we increase revenue, expand our margin, and grow profits?

**PHASE 5: THE VISIONARY** At this stage of the game, they don't need you. Step back from meetings and adding in your two cents. It is time to let go of the day-to-day and focus on the big picture. By now you have good leaders in place. It's time to let go. They've got it handled!