



# How to Successfully Manage the 5 Stages of Business Growth

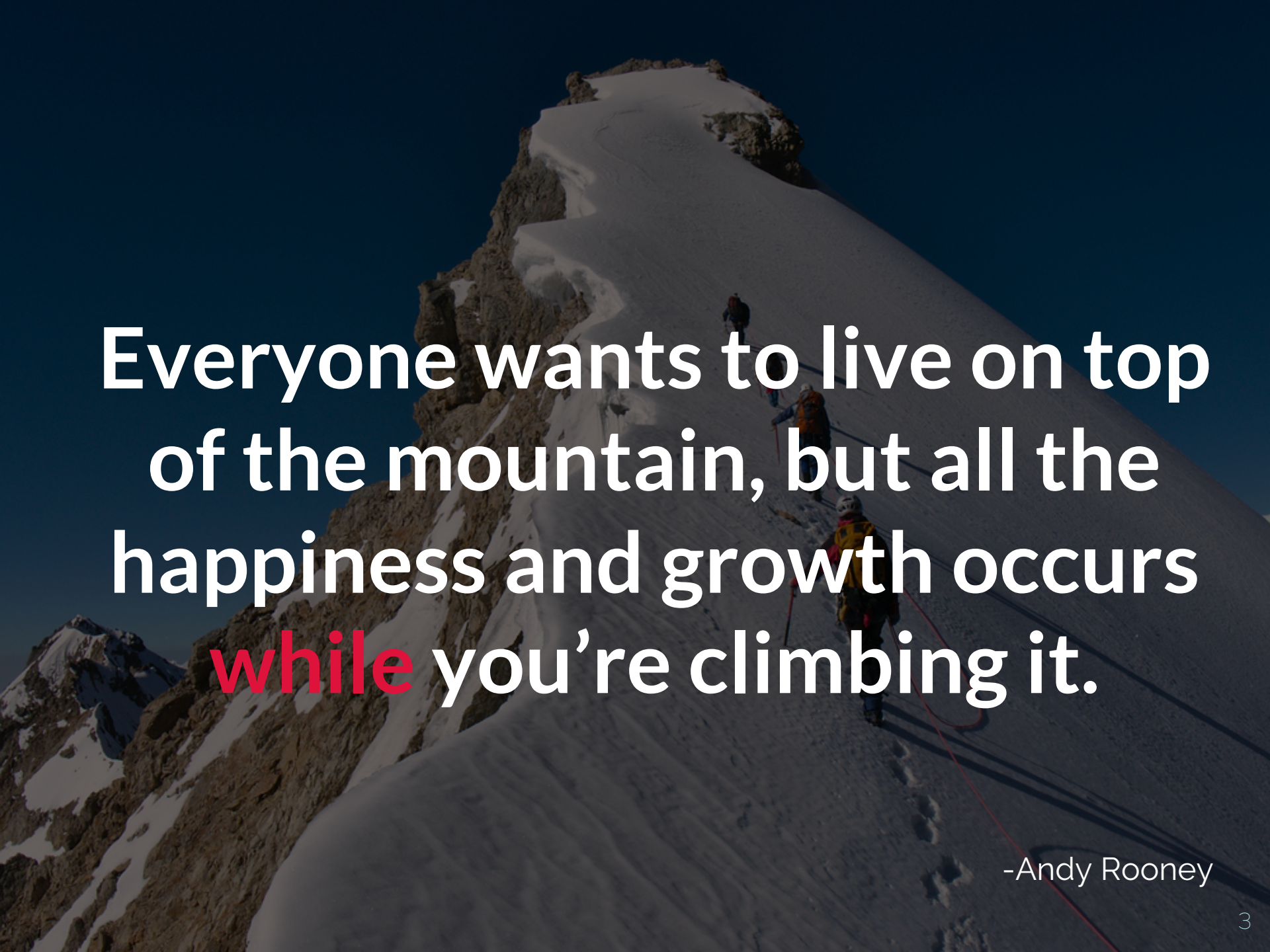
A person wearing a yellow jacket, blue jeans, a pink beanie, and a backpack is jumping joyfully on a paved mountain road. Their arms are outstretched, and they are facing away from the camera towards a vast landscape of snow-capped mountains under a clear blue sky.

hello!

**I AM  
HEATHER  
WEIERMANN**

I am here because I love  
to help people and  
businesses **grow**.





Everyone wants to live on top  
of the mountain, but all the  
happiness and growth occurs  
**while** you're climbing it.

-Andy Rooney



A group of five people and a small dog are in a wooden canoe on a calm lake. The people are wearing outdoor gear like jackets and hats. In the background, there are large, rugged mountains under a cloudy sky. The scene is peaceful and scenic.

**1/3 SMALL BUSINESSES FAIL WITHIN  
THEIR FIRST 2 YEARS**

**CLOSE TO 50% FAIL WITHIN 5 YEARS**

**ROUGHLY 66% WILL HAVE FAILED  
WITHIN 10 YEARS**

-Small Business Administration,  
based on data from the US Bureau of Labor Statistics



To be one of the 1 out of 3 small businesses that succeed you must:

© Be Proactive About Your Future





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© Have a Cohesive Management Team





To be one of the 1 out of 3 small businesses that succeed you must:

- © Be Proactive About Your Future
- © Have a Cohesive Management Team
- © Don't Run Out of Money

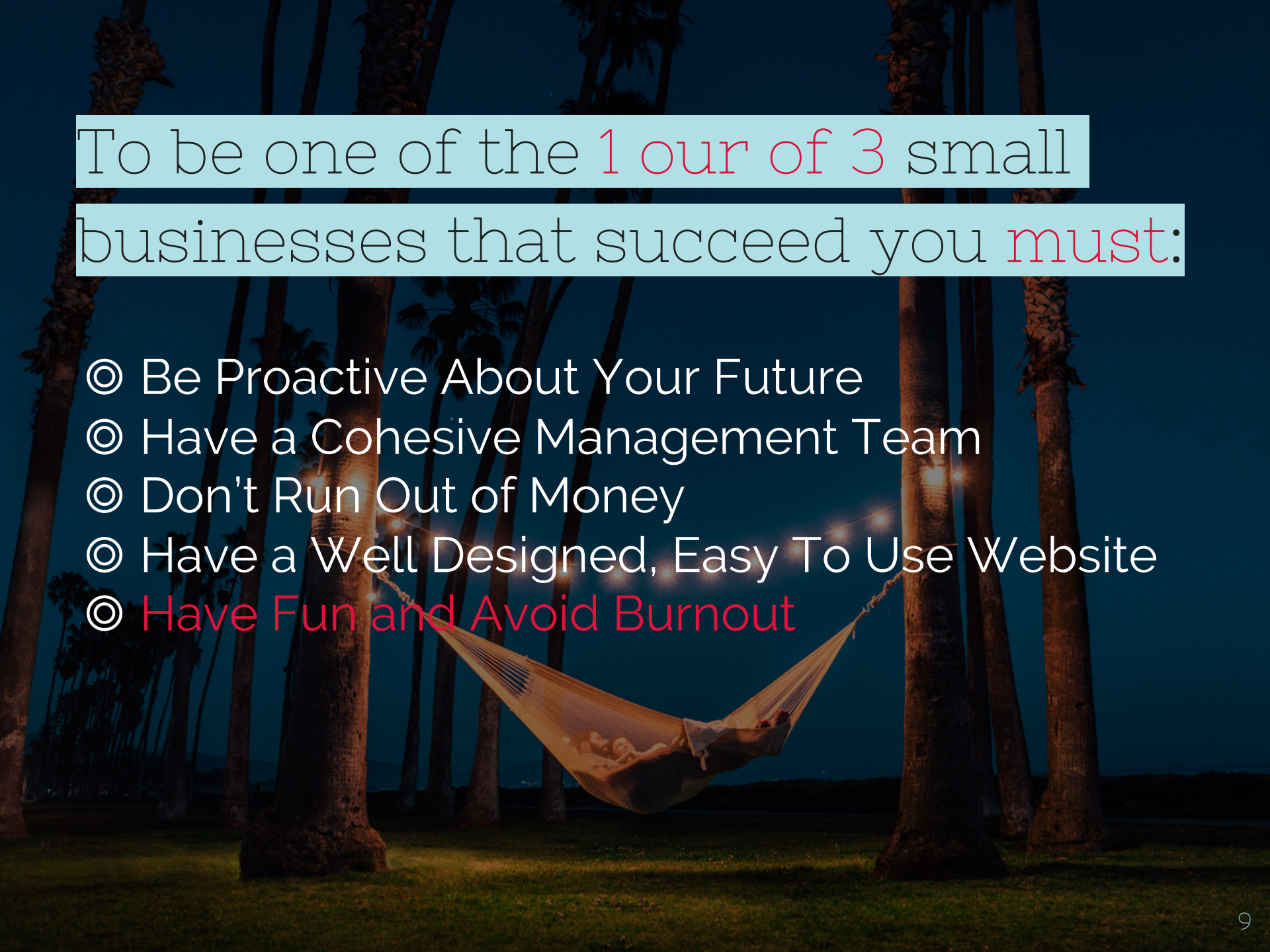


A person in a red canoe is paddling on a calm lake. The background is a dense forest of evergreen trees under a soft, hazy sky. The water reflects the light, creating a serene atmosphere.

To be one of the 1 out of 3 small businesses that succeed you must:

- © Be Proactive About Your Future
- © Have a Cohesive Management Team
- © Don't Run Out of Money
- © Have a Well Designed, Easy To Use Website




A hammock hangs between two palm trees at night, illuminated by warm string lights. The background shows a dark sky and silhouettes of many palm trees.

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- © Have a Well Designed, Easy To Use Website
- © Have Fun and Avoid Burnout



A person is riding a mountain bike on a rocky trail. The image is a low-angle shot, focusing on the rear wheel and the rider's legs. The rider is wearing black shorts and black shoes. The background shows a rocky, hilly landscape under a clear sky.

To be one of the 1 out of 3 small businesses that succeed you must:

- © Be Proactive About Your Future
- © Have a Cohesive Management Team
- © Don't Run Out of Money
- © Have a Well Designed, Easy To Use Website
- © Have Fun and Avoid Burnout
- © Measure Your Results on Tangible Gains, Not The Hours You Put In





**YOU LITERALLY  
LIVE AND BREATHE  
YOUR JOB**



# THE 5 STAGES OF BUSINESS GROWTH

1. EXISTANCE

2. SURVIVAL

3. SUCCESS

4. TAKE-OFF

5. RESOURCE MATURITY



A vintage photograph of a man on a horse leading a pack train of mules through a mountainous landscape. The mules are carrying large packs, and the man is wearing a hat and a long coat. The scene is set in a dry, grassy field with mountains in the background.

# 1. Existence

The Nuts and Bolts



# 1. Existence

- © Is what your are offering unique, new exciting?
- © Define your territory
- © You need customers
- © Budget to sustain business until revenue exceeds expenses
- © Experiment. Continually evaluate what's working and what's not. Adjust accordingly.

It's **easy to pivot** at this stage, so pay attention to **results**, not just ideas.



A woman wearing a cowboy hat, sunglasses, and a dark jacket is riding a horse through a large herd of cattle. The cattle are of various colors, including brown, black, and white. The background shows a vast, open landscape with rolling hills and a distant mountain range under a clear sky.

## 2. Survival

Revenue Must Exceed Expenses

## 2. Survival

- © Revenue must exceed expenses
  - © Especially important for seasonal businesses
  - © Find ways to increase revenue from each customer
  - © Maintain profitability while adding value not cutting costs
- © Determine your Break-Even Revenue - per day, per month, per trip, per guest, etc.

Selling more at the **right price** is the best path to survival and ultimately growth



The background of the slide is a scenic photograph of a mountain lake. In the foreground, several colorful canoes (blue, yellow, red, and green) are docked at a wooden pier. The water is calm and reflects the surrounding landscape. In the background, there are steep, rocky mountains with patches of snow and a dense forest of evergreen trees. The sky is overcast with soft, grey clouds.

# Break-Even Revenue = Fixed Costs / Gross Margin %

This is what you need to sell to  
cover your costs.





### 3. Success

Your Formula Is Working





### 3. Success

- © Continue to create good will and be involved in the community.
- © Be relentless in your effort to offer the best services and quality experiences
- © Analyze marketing and make changes as needed
- © How will you use your profit?

If you **fail** at this stage, you can get stuck at stage 2. It's rarely rewarding to put energy into a business that just survives and **never prospers**.

A group of four people in wetsuits and helmets are climbing a rocky cliff. One person is at the top, another is being helped up, and two others are at the bottom. The background shows a blue sky with clouds and a body of water.

## 4. Take-Off

Your Small Business is Looking  
More Like a Large Company



## 4. Take-Off

- © Create additional revenue streams
  - © Offer additional upsell or add on services
  - © Expand your territory
- © Growth requires refined strategy, detailed processes, and exceptional management.
- © Your managers need to be trustworthy experts in their area of the business

Your challenge is to generate enough funds to **invest in growth** while keeping your **cash flow** stable.



A woman with dark hair, wearing a grey baseball cap with a logo and a plaid shirt, is smiling broadly while holding a large brown trout. She is in a boat on a body of water, with a forested shoreline and mountains in the background. The fish is held horizontally across the frame, showing its spotted pattern and open mouth.

## 5. Resource Maturity

You are now a BIG Fish in a  
BIG Pond



## 5. Resource Maturity

- © Growth will slow and challenges will be smaller
- © Consider diversifying
- © Priority is to fine tune processes, manage resources and maintain sustainability
- © Consider splitting into clear departments, each with its own budget and management structure.
- © You may consider selling

As a large, stable company, you're now at risk from the **smaller, nimbler** companies like the one you used to be.

# WHAT STAGE ARE **YOU** IN?

- 1. EXISTANCE**
- 2. SURVIVAL**
- 3. SUCCESS**
- 4. TAKE-OFF**
- 5. RESOURCE MATURITY**



A person is walking away from the camera on a wooden floor. They are wearing a red and blue plaid shirt, dark pants, and sneakers. They are carrying a brown leather backpack. The background is slightly blurred, showing a wooden chair and a wall.

thanks!

**ANY**  
**QUESTIONS?**

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