ReWild Your Business
Navigating the Stages of Growth Workshop

Presented by:
How to Participate Today

- Follow along in your copy of the Workshop Kit
- Use the Stages of Growth Matrix as directed to apply the concepts to your business.
ReWild Your Business
Navigating the Stages of Growth Workshop

- Walk through the methodology
- Learn why having a roadmap is important
- Apply it to your business

Presented by: The ReWild Group
Work matters.

Make it Exceptional.
Introducing

The ReWild Group

On a mission to multiply the number of exceptional businesses globally.

Matthew Pohl
Founder & CEO
The power of the Stages of Growth

1. Based on research and observation of over 1,500 companies
2. Developed from the collective experience of business leaders
3. Grows with businesses; identifies the inflection points in business growth
The Stages of Growth

**START-UP**
1-10 employees

**RAMP-UP**
11-19 employees

**DELEGATION**
20-34 employees

**PROFESSIONAL**
35-57 employees

**INTEGRATION**
58-95 employees

**STRATEGIC**
96-160 employees

**VISIONARY**
161-350 employees
What Stage of Growth are you in?

Full-Time Employees + Contract (1099) Employees who are treated as part of your team + Part-Time Employees (Converted to Full-Time Equivalents) = Number of Employees that determines Stage of Growth

4 + 2 + 1 = 7
What Stage of Growth are you in?

<table>
<thead>
<tr>
<th>Stage of Growth</th>
<th># of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1</td>
<td>1 – 10</td>
</tr>
<tr>
<td>Stage 2</td>
<td>11 – 19</td>
</tr>
<tr>
<td><strong>Stage 3</strong></td>
<td><strong>20 – 34</strong></td>
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<tr>
<td>Stage 4</td>
<td>35 – 57</td>
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<tr>
<td>Stage 5</td>
<td>58 – 95</td>
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<tr>
<td>Stage 6</td>
<td>96 – 160</td>
</tr>
<tr>
<td>Stage 7</td>
<td>161 – 350</td>
</tr>
</tbody>
</table>
Stage 1 | Start-up

1-10 employees

- Small and agile
- Destabilized by chaos
- Focused on profitable revenue (or funding)
- Need the right people for the tight-knit group
Stage 2 | Ramp-up
11-19 employees

- Process becomes more important
- Profitable revenue is still the focus
- Owner continues as the driving force
- Difficulty hiring quality people
Stage 3 | Delegation
20-34 employees

- Starts transition from Owner-Centric to Enterprise-Centric
- Delegation is critical
- CEO needs to be developing managers
- Need to transition from Specialist to Manager can be a difficult challenge for Owners/CEOs
Stage 4 | Professional
35-57 employees

- Early-stage management team needs to be professionalized; critical for future stages
- Managers leverage their functional expertise to build effective departments.
- Focus on scalable processes and systems
- For the first time, the driving force is the Management layer instead of the Executive layer.
Focus on integrating the silos created by Stage 4 managers building up their departments

Integrated management team handles heavy lifting of running the business (oversight and guidance by CEO)

Training ground for the development of a Leadership Team

Business model may be getting stale; needs refresh
Stage 6 | Strategic

96-160 employees

- Strategic planning and thinking must be taken to the next level
- Leadership Team is handling the operational side of the business; CEO is working ON the business
- Maintaining company culture is a challenge
- Focus on people
Stage 7 | Visionary
161-350 employees

- Need to recapture the innovation the company had in earlier stages to stay relevant in the market
- Leadership team runs the day-to-day operations and is the dominant layer
- 2-Year Operational Plan and 5-Year Strategic Plan in place
- Need to revitalize the culture and company values
The Stages of Growth

**START-UP**
1-10 employees

**STAGE 1**
11-19 employees

**DELEGATION**
20-34 employees

**STAGE 2**
WIND TUNNEL

**STAGE 3**
FLOOD ZONE

**STAGE 4**
FLOOD ZONE

**INTEGRATION**
58-95 employees

**STAGE 5**
WIND TUNNEL

**STAGE 6**
FLOOD ZONE

**VISIONARY**
161-350 employees

**STAGE 7**
WIND TUNNEL

**RAMP-UP**

**PROFESSIONAL**

**STRATEGIC**
# The Stages of Growth Matrix

## The Stages of Growth Matrix

<table>
<thead>
<tr>
<th>STAGE OF GROWTH</th>
<th>STAGE 1</th>
<th>STAGE 2</th>
<th>STAGE 3</th>
<th>STAGE 4</th>
<th>STAGE 5</th>
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</tr>
</thead>
<tbody>
<tr>
<td>STAGE NAME</td>
<td>Start-Up</td>
<td>Ramp-Up</td>
<td>Delegation</td>
<td>Professional</td>
<td>Integration</td>
<td>Strategic</td>
<td>Visionary</td>
</tr>
<tr>
<td># OF EMPLOYEES</td>
<td>1-10</td>
<td>11-19</td>
<td>20-34</td>
<td>35-57</td>
<td>58-95</td>
<td>96-160</td>
<td>161-200</td>
</tr>
<tr>
<td># OF MANAGERS</td>
<td>0</td>
<td>1-2</td>
<td>3-6</td>
<td>6-10</td>
<td>11-16</td>
<td>17-26</td>
<td>27-40</td>
</tr>
<tr>
<td># OF EXECUTIVES</td>
<td>1</td>
<td>2-3</td>
<td>3-5</td>
<td>6-8</td>
<td>9-13</td>
<td>9-15</td>
<td>9-20</td>
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<tr>
<td>REORGANIZING TRANSITION</td>
<td>5-12</td>
<td>13-17</td>
<td>18-23</td>
<td>24-31</td>
<td>32-39</td>
<td>40-53</td>
<td>54-69</td>
</tr>
<tr>
<td>FUNCTIONAL ZONE</td>
<td>1-7</td>
<td>8-15</td>
<td>16-24</td>
<td>25-36</td>
<td>37-46</td>
<td>47-58</td>
<td>59-69</td>
</tr>
<tr>
<td>OUTLOOKING TRANSITION</td>
<td>8-10</td>
<td>11-19</td>
<td>20-32</td>
<td>33-50</td>
<td>51-75</td>
<td>76-100</td>
<td>101-150</td>
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## Classic Challenges

**Terrorized by Chaos**
- Inadequate Sales
- Inadequate Leaders

**Leadership Capital Gap**
- Leadership Capital Gap
- Lack of Leadership

**Lack of Sales**
- Inadequate Sales
- Lack of Staff-Building

**Slow Getting Offers to Market**
- Weak Cash Flow
- Weak Business Model

**Weak Business Model**
- Weak Business Model
- Weak Business Model

## Key Metrics

- **Builder-Protector Ratio**: 4:1
- **Stock’s Growth**: 50%
- **Stock’s Beta**: 1.5

**Leadership**

- **Executive**
  - Dominant
  - Facilitative
  - Dominant
  - Facilitative
- **Manager**
  - Supportive
  - Supportive
  - Supportive
  - Supportive
- **Staff**
  - Facilitative
  - Facilitative
  - Facilitative
  - Facilitative

**Organizational Health Index**

- **Visionary**
  - 50%
  - 40%
  - 30%
  - 20%
- **Manager**
  - 50%
  - 40%
  - 30%
  - 20%
- **Specialty**
  - 50%
  - 40%
  - 30%
  - 20%

## Note

- The matrix is a tool for understanding the stages of organizational growth and the challenges that come with each stage. It helps in aligning leadership styles and organizational health indices to navigate through growth phases effectively.

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Navigating the Stages of Growth Workshop

Walk through the methodology
Learn why having a roadmap is important
Apply it to your business

Presented by:
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# The Stages of Growth

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<td>2</td>
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Owner-centric → Enterprise-centric
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- **Stage 1**: Start-Up
- **Stage 2**: Ramp-Up
- **Stage 3**: Delegation
- **Stage 4**: Professional
- **Stage 5**: Integration
- **Stage 6**: Strategic
- **Stage 7**: Visionary
How does a roadmap help you grow a more exceptional business?

Motion without progression is the reality for so many business leaders. A roadmap is what helps a business leader move from reactive to proactive. This cycle ensures work, but doesn’t guarantee progression.

Stuck. Plateau. Hardly keeping up. Their business is running them. Reactive > Proactive. Structured way to look at the business and have clarity. A thriving workplace is where the ripple begins.
The Stages of Growth

Key Concepts

- Work matters. Make it Exceptional.
- Stages of Growth is a business growth system:
  - Based on research and observation of over 1,500 companies
  - Developed from the collective experience of business leaders
  - Grows with businesses
- There are 7 Stages of Growth as determined by number of employees (indicator of complexity)
- Roadmap helps business leaders move from reactive to proactive
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ReWild Business Assessment

- Data-driven analysis of how your business compares to the roadmap
- Provides specific, tangible areas on which to focus
- Personalized to your organization
Growth Groups

- Monthly meetings with a group of growth-minded business owners
- Each month you learn and apply principles from the Stages of Growth – you work ON your business
- Program is 18 months long
- At the conclusion your organization is better aligned to its Stage of Growth and you have a plan for growth going forward
Growth Groups Benefits

- Each month you work ON your business using a consistent roadmap and framework
- Group accountability to ensure progress is being made
- Shared language that allows for meaningful, effective communication within the group
- You learn a roadmap to guide you going forward
- One-year plan to maintain momentum upon completion
Learn more about Growth Groups

Paul Kinghorn
Director, IP Officer

Todd Hutcheson
Executive in Residence

Resources for learning more

Available on Amazon:
books.rewildgroup.com
Stage Cards – Summary for each Stage
Curious to know what could Organizational ReWilding do for your business?

Connect with a ReWilder

network.rewildgroup.com
Thank you for your time and attention!

Questions & Answers

Presented by:

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