



## **MIND YOUR BUSINESS**

### **How to Manage Business Growth**

By Andrea Zeller

What happens when your small business vision comes alive and customer activity accelerates? How does the super businesswoman manage it all and keep her vision on track? There are several things you'll want to consider to be properly prepared for the growth of your small business.

#### **1. Stay focused!**

The best way to maintain focus is to have a clear WRITTEN business plan. You'll want to write this before you get enmeshed & overwhelmed in day to day activities of your business. A good business plan maps out and coordinates all aspects of your business. Know your future goals and plans. Writing a business plan is the single most important thing you will do! It provides you a road map and helps to keep you on the right track.

#### **2. Match resources with needs.**

Look for and hire the right people. Know your strengths, weaknesses, opportunities and threats. Hire people who fill the gaps – hire people with strengths where you are weak. And, be sure to have enough working capital on hand. The number one reason for business failure is not having enough cash to pay bills. Think carefully about all the needs your business will have and plan ahead to have resources available to take care of these needs. You may want to ask for help in creating a cash flow projection.

#### **3. Coordinate your team.**

The best way to coordinate your team is to have clarity of roles, responsibilities, policies and procedures. You can provide this clarity with a good solid Policies and Procedures Manual. The manual shares the business history, vision, mission and displays the overall of structure of your organization. Then, each position needs a clear job description detailing the roles and responsibilities of that particular position.

Then you'll want to list out your business policies. Policies serve multiple needs; they provide clarity of how your business will operate as well as providing protection for the business. Adhering to clear policies can protect you from all kinds of vulnerabilities like people pushing you to do things differently all the time thus creating confusion, and, in serious instances, putting the business at risk legally. Employee policies are an easy example – you must treat all employees the same or you are vulnerable to discrimination suits. Here's some easy to understand definitions:

### ***Definition of Policy***

*A policy is a formal statement of the position of your business on key aspects of its operation. It is a governing principle that mandates or constrains actions.*

### ***Definition of A Procedure***

*A procedure is an explanation of the sequence of events/actions required to be undertaken to implement the particular policy. Procedures provide detailed information that enable staff to appropriately apply policy.*

Writing policies and procedures can be overwhelming. Get help from your support network!

## **4. Tap into your support network**

Every good business woman has a solid support network – a supportive partner at home where she finds comfort and unconditional love, friends, professional peers, and community networks. Be sure to seek out folks that providing you with positive support – it’s critical. Mission Community Services Corp. and Women’s Business Partners is a great place for support!

We have many tools to help you. Take an hour to visit us, you’ll be amazed at the free resources available for your use. And, if you don’t have time to come by, email me at [andrea@MCSCorp.org](mailto:andrea@MCSCorp.org) – we may be able to provide assistance through email. In fact, if you are writing your business plan, a policy and procedures document, or a marketing plan, email me for a template to guide you. It’ll make your job easier.

---

*Andrea Zeller, Executive Director of Mission Community Services, coordinates Women’s Business Partners (WBP) to ensure all community resources are leveraged and optimized to support entrepreneurial women. WBP serves everyone interested in establishing self-sufficiency through small business ownership while primarily focusing assistance towards socially and economically disadvantaged women. WBP can take you step by step towards success and can help those who speak only Spanish. Visit [www.MCSCorp.org](http://www.MCSCorp.org) or call 595-1357 to find out more. Se Habla Espanol*