

# What Every Business Owner Must Know About Growth

## Workshop Outline

Business owners often get caught up in pursuing growth without realizing all its implications. Workshop participants use case examples and financial information from their own company to make more informed decisions about how and why to grow.

### **I. What Growth Implies About You and Your Company**

It means more of everything, right?

### **II. The Giant Sucking Sound of Growth**

What really happens when there's growth?

Practical application to a case company

### **III. How Much More Cash Will You Need in Order to Grow?**

Key factors you can influence and the simple tools you need

Practical application to a case company and to your own company

### **IV. Where Will the Cash Come From?**

Focusing on your "business" and not just your "busyness"

Talking constructively with your banker

### **V. Growth and Your Cost Structure**

The pros and cons of fixed and variable costs

How and why to look at "breakeven" sales

Practical application to a case company and to your own company

### **VI. When Will Cash Flow Catch Up With Growth?**

Implications for your financing needs

### **VII. Making Growth a Decision Process**

The biggest factors limiting growth in most closely-held businesses

How to start taking more control over your growth

## **The Business Improvement Series™**

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Paul Sims is President of Guided Solutions, a training and consulting firm focused on giving business owners practical financial knowledge to improve how they run their companies. Guided Solutions is located in suburban Nashville, Tennessee. With over 30 years of experience in working with both business owners and bankers, Paul is a frequent speaker on topics related to business financial performance and cash flow.

Paul is a graduate of the University of Chicago Graduate School of Business where he earned a Master of Business Administration degree in finance and accounting. He earned his undergraduate degree from Vanderbilt University. Paul can be contacted by telephone at (615) 791-6879 or via email at [psims@guided-solutions.com](mailto:psims@guided-solutions.com).