

? 1. Define Your Vision: Start with an exciting 10-year vision, then work backwards to decide everyone's weekly action steps

Traction begins with a 2-page business plan. First, write down the reason why your company exists, and the 5 essential values everyone should strive for. Second, write down a 10-year vision, then break it down to goals for the next 3-years, 1-year, and 90 days. Third, come up with a marketing strategy that includes your specific target customer and 3 ways what you do is unique like a 'proven process.'

? 2. Build Your Team: Hire people that fit your company values, then keep them performing well with accountability

"The right people in the right seats." Get the right people by making a chart that grades how well each person matches your company's values. Get them in the right seat by making sure they're good at what they do, and like doing it. Draw a diagram of your organization, making sure that one person is accountable for each function.

? 3. Use Data for Decision-Making: Use a weekly data dashboard for clear insights; guide your business with facts

Create a dashboard of your most important business numbers, then make sure someone updates this data every week. There's no better way to keep an eye on your business's health and direction. Then consider making each person in your organization accountable for one number, that is specific and measurable.

? 4. Address Issues Proactively: Tackle problems directly for a smoother path to your goals; promote transparency

Reaching your company goals and vision will mean you encounter obstacles. These can be systematically overcome by creating issues lists at leadership meetings. The lists should get to the root cause, the discussion should avoid tangents, and in the end one person will leave with a 7-day to-do item.

? 5. Standardize Processes: Document essential processes for efficiency and scalability; making operations smoother

If you want to overcome the ceiling of a small business that depends on you, the owner, then you must focus on systems, processes, and repeated routines. First, decide on the most important processes, then for each process write down the steps one must follow, and finally create a document of all your process that can be shared named "Your Company's Way."

? 6. Foster Collaboration: Schedule regular meetings so everyone stays accountable, focused and aligned; prioritize and solve problems together

Organizing the activities of your people comes down to setting goals and keeping everyone accountable. That means setting 90-day priorities called "Rocks" for your organization, departments, and individuals. Then creating meeting 'rhythms': annual for the entire company, quarterly for

leadership, weekly for everyone.

This is just a sample!

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