

Business Priorities: Increase Profit, Find the Right People, and Improve Processes with Madelyn Dunlap

As an enterprise thrives, the size of the organisation also grows. And as an entrepreneur, the time you spent managing and solving problems should also be less.

In this episode, Madelyn Dunlap explains how to divide your time as a leader efficiently. She emphasises the need to revisit your goals and vision for the organisation. To execute this, you need to identify your priorities as the head of your company. Madelyn also discusses the stages of business growth. She talks about the foundations you need to lay as you go through each stage.

The number of employees in your organisation dictates how you should run your business. If you want to know more about increasing profit while growing your business, this podcast is for you. Listening to the full episode will help you determine the stage of growth your business is currently at. Being aware of this will assist you in identifying the challenges you are now facing. Finally, you will be able to integrate these concepts to prevent stagnation and facilitate the growth of your business.

QUOTE TO REMEMBER

“If you don’t follow the rules for growth, it doesn’t keep a business from growing. But it does impact the resilience that business has at that new stage.”

Activity: Determining the Growth Stage of Your Business

As a business leader, you have to divide your time being a visionary, manager, and specialist. What does your work entail concerning these three roles? How can you contribute to the growth of your business by assuming each position?

<p>Visionary</p> <hr/> <hr/>

AMBITIOUS ENTREPRENEUR

with Annemarie Cross

Show

Manager

Specialist

Time is a priceless commodity. The secret to efficiently dividing your time depends on the stage of growth your business is at. How many employees do you have? What stage of growth do you think you are at? With this in mind, what's the best use of your time?

Your Host: aka The Podcasting Queen | AnnemarieCross.com
Annemarie Cross, Personal Brand, Business & Podcast Strategist

Listen to more episodes:
AmbitiousEntrepreneurShow.com

Businesses often struggle to transition towards becoming enterprise-centric. This challenge usually happens when you are at stage two to stage three. Based on this, how can you make sure that your foundations are strong in these stages? What areas do you need to focus on?

Things I need to do to have a strong foundation:

When you are in the fourth stage of your business, you need to professionalise your organisation's systems and processes. From the business perspective, this is the hardest part to navigate. What are some systems and processes you need to professionalise in your organisation?

Systems	Processes
----------------	------------------

AMBITIOUS ENTREPRENEUR

with Annemarie Cross

Show

--	--

In having an enterprise-centric mindset, you also need to look at people, profit, and process. How can you evolve as an independent leader prioritising these three things?

Based on your business's growth stage, which do you think you need to focus on: people, profit, or process? How can you do so?

An enterprise is not about you alone. You cannot run a business by yourself. It is essential to look into having people who share the same core values. What are the core values and vision of your business? What do you need to do to share your vision? How can you find people that believe in this vision and align with your core values?

Small organisations tend to have an owner-centric mentality. To battle this, you need to recognise how your employees contribute to your business. In bringing other people into your organisation, you want them to add more value and challenge to your business ventures. Enumerate three strengths you want to see in your employees.

1.
2.

3.

Identifying what stage you are in building an enterprise can help you acknowledge areas where you lack focus. At what stage do you think you are in your business? What are the struggles you are currently dealing with? How can you solve these problems and move on to the next stage?

Current Stage	Struggles	Solutions

What You'll Learn from the Activity

Completing this activity will help you run your business more efficiently and effectively. As an entrepreneur, the number of employees you have can inform the growth strategies you need. You will also learn the most effective ways to utilise the visionary, manager, and specialist roles. Understanding the difference between the three will help you adapt to the contingencies you will face.

AMBITIOUS ENTREPRENEUR

with Annemarie Cross *Show*

Additionally, you will reflect on the typical challenges faced in each stage. If you are in the earliest stages, your business can be prone to stagnation. By identifying the areas where you need to focus, you can build a solid foundation. Accomplishing this short exercise will help you create strategies to address issues you may encounter as you go through each business stage.

You will also look into how an enterprise-centric mindset can help your business develop. Instead of doing all the work yourself, you'll better understand the value of having like-minded people who are aligned with your vision. This can help you navigate clearly towards your business goals.

Ultimately, the secret to success is knowing where you're at and having the proper tools and knowledge to gain the best results possible. Your efforts and sacrifices should be rewarded. Understanding the growth system helps you reach this goal.