



# How to Grow Business Faster So You Can Make an Impact

"To whom much has been given, much is expected". These words will forever ring true. The bigger your business is, the more you can do with it. As entrepreneurs, we aim to profit and grow our bottom line. How can you grow your business and create a positive impact? Where do you want to make an impact?

In this episode, Anne-Marie Cross and Darrell Amy discussed ways to grow your business to make an impact. All companies aim to scale; the critical questions are: How? Why? Growing a business for the sake of growth alone is an empty endeavour. With a larger business, you could be a force for positive change in the world.

## QUOTE TO REMEMBER

*"We don't just look at the numbers; we look at the strategy. We look at the people if you want to have an impact on people. This is where you shine in the biggest way."*

## Activity: Big Business, Big Impact

### I. Growth and Scaling

#### Innovation

Innovation is the heart and soul of growth. People's wants and needs are evolving.

<b>My Business Niche</b>	
<b>Does it exist ten years from now?</b>	

What are your competitors doing that you could also be doing — or doing better?

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Be careful not to diversify too much: doing too many different things may cause you to lose sight of your goals!

**Strategy**

What are your current marketing strategies?

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It's dangerous to stay locked into one strategy. What other options could you explore?

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Darrell recommends 'shooting bullets, not cannonballs'. How can you implement new strategies in small-scale ways?

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**Profit**

List down your profit sources. How can you accelerate them?

Profit Sources	Acceleration

Darrell mentioned two ways to grow revenue. The first is to get new clients, while the second is to keep selling to existing customers. Which one suits your business best right now? Will this change in the future?

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**II. The Impact**

**Calling.**

Why does your business exist? Consider the episode's thrust of making a positive impact. What difference do you hope to make with your business?

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What is your personal calling? How can you integrate it into your business?

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Go back to the first part of the activity, "**Innovation**". Do these innovations align with your calling and your business's purpose? If not, how can you make them align, or how can you innovate in a different direction to still integrate your calling into your business?

**Ministry.**

Relationships are a core component of entrepreneurship — there's a lot of life-on-life contact occurring outside of business hours.

What are you doing to make an impact in these relationships? How can you do more?

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Your employees are more than just capital — remember, they're people before they are assets. How does your company ensure that it cares for its people?

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## What You'll Learn from the Activity

The world, and by extension, the market, is in a constant state of change. Stagnation will likely spell the death of a business. There's no way around it: every entrepreneur will have to work at ensuring their business survives.

This workbook first focuses on ensuring the success of your business. Where can you innovate? What new strategies should you deploy — and should you deploy them at all? In this section, you'll exercise planning and forethought to prepare for the future. In the latter half, you analyze the now: what's your profit? Where is it coming from? Growing a business relies on bringing those numbers up.

But growth for growth's sake is a pointless venture: why are you doing it? It's vital to look at the reasons behind your business decisions and understand what impact you want to create. In line with that, it helps to reassess the purpose of your business and your calling.

Finally, the bottom line is more than just how much money the business earned: it also means understanding that people are people. Business as ministry requires ensuring that everyone within the company and those the company affects benefit from its existence.