

# 5 Strategies to Get Off The Plateau and Kickstart Revenue Growth



If you are a business that has plateaued – or worse – stuck because what used to work has been disrupted by your competitors – you need a fast re-focus plan.

Here are our top 5 strategies:

## 1 **BE INTENTIONAL ABOUT GETTING YOUR MINDSET RIGHT**

You exercise and eat well to keep your physical body healthy. But what do you do to keep the 8 inches between your ears in great shape? No number of strategies will work to keep your business healthy if your mind is spiraling out of control. Stress with “feeling stuck, with competitors nipping at your heels,” is very real and very debilitating. Ever try to make a strategic decision when you’re under stress? It’s tough. Our brains have a capacity, and when most of it is being used up with disempowering thoughts, there’s not a lot left over for the critical thinking and decision-making that will save your business during a downturn.

So find a morning routine that works for you – it could be meditation, exercise, journaling, gratitude exercises, prayer, listening to an empowering podcast, visualization, verbalizations – it doesn’t matter what it is, it matters that you do it consistently to feed your subconscious a good serving of empowerment every day.





## 2 GET A BIGGER DREAM

This is going to sound counter-intuitive... get a bigger dream? Really?

Yes, really.

When you started your business you had a huge vision of the mark you wanted to make on this world. And somewhere along the way, you conquered what you needed to conquer. You proved what you needed to prove. And when the business was good, you moved from paranoid to complacent (neither is healthy by the way).

So, yes. You need to get a bigger dream.

For some, a good strategic planning process will do it.

For some, a week on the beach will do it.

For some, a hike in the mountains.

Get re-connected with the dream – the impact you want to make in this world and why that's important to you and your family.

# 3 BE HONEST WITH YOUR SWOT

If your company were perfect and you truly own the industry for the next 100 years, then you'll have a nice, rosy-looking SWOT.

So did the Taxi industry.

Don't go there. Take a good, hard, look in the mirror. Where is your company truly strong, and truly weak? Once those are on paper, you can begin to plug those gaps. And what about the industry? Where are the opportunities and threats? Your opportunities and threats might come from non-traditional places, like a labor shortage, or changing technology. Get the issues out on the table and plan for them.





# 4

## **GET ACCESS TO OPERATIONAL CASH**

Banks are funny this way – they don't want to extend credit to you when you most need it. And they'll give you a ton of it when you don't.

So get it now, when you don't need it.

You'll need a combination of ongoing operational cash for your current operations + cash to staff up your new niches. The new niches will take some time.



# 5 GET A REAL USP – BY MARKET NICHE

You've owned your niche forever. Except that it's now irrelevant.

So identify your new niches, and how you'll position your company to play in them. Maybe you're a commercial builder – one of 2 dozen – and have been talking about your quality and how your people care and how you've built a bunch of multi-family buildings over that last 10 years.

Just like everybody else is talking.

Get clear on where you can compete.

Maybe you just happen to have a lot of experience in high security environments, like the FBI and the Governor's mansion. Or with distilleries. Or with historic sites. Or maybe, just maybe, you're willing to guarantee your projects will come in on time and on budget.

Pick something you can own, and shout it from the mountain tops.





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## Business Planning for Strategic Growth

Whether your business is taking off and you are growing like crazy, or have a great business but what you have been doing is not working like it used to, you need a plan to address every challenge that comes your way.

For businesses that are growing fast: You might be hiring your first couple employees, out growing your space, have more business than you anticipated and now are feeling overwhelmed.

If you are a business that has been successful for many years, you may have discovered that what used to work, just isn't working anymore and need a new strategy but aren't sure where to start.

For both of these scenarios, we have an answer. A strategic 5-year plan for you to incorporate into your business, that will show you exactly what you need to achieve the milestones you set for yourself and your business.

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