

# ACCELERATE YOUR GROWTH

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Learn how to accelerate your growth and take your business to the next level.



# Summary

This whitepaper is all about growth. It will give you lots of information and insight into how to get from where you are now, to where you want to be.

If you run an ambitious growing business, then this whitepaper will benefit you. We believe the first step to achieving growth is to recognise what barriers have been preventing you from growing until now. This paper will help you understand and overcome these barriers to achieve your goals. We'll talk about some tools, such as a 'Time Management Matrix', that you can use to make sure you're concentrating your time on things that will help you overcome barriers to achieve growth. We will also give you some tips on how to find the time to concentrate on the most important tasks which are critical for your growth.

## The next step

This paper also talks about habits, and how you can change your habits to healthier ones. Finally, we'll discuss our Business One Page Plan which is a tool you can use to revolutionise your growth strategy and give you some other insight

on how you can implement all of your learning to develop your strategy and accelerate growth. If you're ready to take the next step on your business growth journey, then read on.





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# Removing barriers to growth

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The first step to growth is removing barriers. To remove these barriers, you have to first recognise what they are. There are a number of things that could be holding you back:

## Mindset

Is your mindset holding you back? Negative thoughts, worry and lack of confidence can all be barriers to growth. It's important to be aware of how your mindset can impact success and consider how you could think differently.

## Procrastinating

Wasting time on things you shouldn't be doing, rather than prioritising the things that will help you grow. Working 'in' rather than 'on' your business is a common problem for many business owners who are too busy working in the day to day of the business rather than stepping back to think strategically.

## Lack of vision and strategy planning

It's nearly impossible to grow if you don't set goals for where you want to be. Read our previous white paper on goal setting for inspiration if this is a barrier for you.

## Lack of resources

Your business could be struggling to grow through a lack of resources. You might need to employ additional people, outsource to new suppliers, get new equipment or new premises, invest in marketing and customer service initiatives or source finance or investment so your business isn't being held back.

If you recognise one or more of these barriers as something that's holding you back from growing your business... don't worry! We're going to give you insights into how you can remove those barriers and improve your growth strategy, and when you do overcome them it will feel amazing.

# First things first

## How much of a typical working day is taken up doing things that are urgent?

Using a time management matrix can help you identify how best to manage and spend your time and your life, and how to do the most important things first. First ask, is the task important? Second ask, is the task urgent? Then plot it on the matrix to determine whether you should complete it right away, plan time to

do it later, or eliminate or ignore it altogether. Using this tool will help you prioritise the things that are worth your time and effort, and avoid procrastinating on the things that are not. It will also help you to stop reacting to urgent events, letting important tasks fall by the wayside.

Important

### Must do these things now

- Customer demands
- Boss's demands
- Work due for completion
- Managing a crisis
- Staff issues & requirements
- Short term countermeasure
- Key meetings & communications

Actual: % Target: %

### Find a better way

- Work that could have been dealt with earlier
- Unimportant meetings
- Reporting deadlines
- Other people's urgent tasks
- Jobs only you can do
- Unclear priorities
- Trivial requests
- Non emergencies
- Fire fighting

Actual: % Target: %

Urgent

### Must plan time to do

- Forward planning
- Team development
- Personal development
- Building relationships
- Change / Improvement deployment
- Setting goals / direction
- Preventative measures
- Building infrastructure

Actual: % Target: %

### Eliminate or ignore

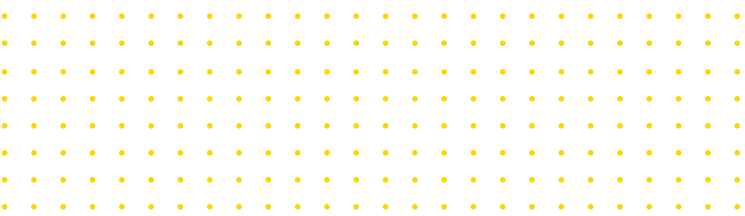
- Timewasters
- Chat, gossip
- Procrastination
- Irrelevant/cc'd emails
- Worrying about yesterday
- Overdoing job requirement
- Day to Day tasks?

Actual: % Target: %

Not urgent

Not important





As a business leader, one of your roles is to identify your quadrant 2 tasks (the ones which are important but not necessarily urgent) and prioritise these so the important tasks get done. These projects are usually quite big commitments, so it can help to plan and break them down into smaller tasks. The four categories your tasks will fall into are:

### Important, Urgent

You must do these things now. These could be things like customer complaints, processing new business orders or speaking to potential customers, or taking important meetings.

### Important, Not Urgent

You must plan time to do. These are tasks you should focus on for long term achievement of your growth goals. They're important things that are going to get you where you need to be, like strategic thinking, but they aren't as time-critical as other urgent tasks that might come up and temporarily distract you.

### Not Important, Urgent

Can you delegate these tasks to someone else so you can focus on more important things?

### Not Important, Not Urgent

Eliminate or ignore. These are timewasting activities and you should avoid them.

By now you should have realised that in order to achieve the growth you want, you're going to have to make some changes. To make these changes you're going to have to step out of your comfort zone. It might seem daunting, but we guarantee you will make massive progress towards achieving your growth goals if you take this leap and then take persistent and consistent action to change habits (which we will talk about later) that are stopping you from growing.

“Most of us spend too much time on what is urgent and not enough on what is important.”

**Stephen R. Covey**  
'The 7 Habits of Highly Effective People'

# How to find time

How do I find the time to do the really important things? It's a question that everyone wants to know the answer to. In this section, we'll give you a few tips...



1

## Some principles of time management

Time is the scarcest resource. So, successful people put a very high value on their time and work at becoming better organised and more efficient. People who take a longer-term view are often more successful in life – they will plan many, many years in advance. Practicing good time management skills will help you become result-orientated which can only help drive growth.



## Monkey Management

How much time would you save if you never had to solve problems for your team ever again? Many business owners, team leaders and managers find that a huge amount of their time is taken up by solving problems brought to them by their team. 'Monkey Management' involves only taking on this problem if you're the only one who can solve it. If the person bringing the problem to you can solve it themselves, or somebody else in the team can, then it should be delegated so you can focus on more important things.

You might think quickly helping out is the best thing to do for an easy life, but these interruptions are the biggest drain on your time and keep you working in the business, preventing you from working on it.

## Key time wasters

Brian Tracy, a self-development author, identifies 7 key time wasters as; telephone interruptions, unexpected visitors, meetings, fire-fighting, socialising, indecision and procrastination. To combat these time wasters, you could implement things like 'Quiet times' where you put all calls on hold and don't take any meetings with unexpected visitors, instead have a specific time such as 3 to 4 pm where you make all your business calls for the day.

You should also properly assess meetings as and when you book them, asking yourself if the meeting is really necessary? Could the conversation be had another way? To prevent wasting your time fire-fighting it's important to notice a recurring crisis and put a system in place to prevent it. And

finally, indecision and procrastination, which are two biggies.

To stop these barriers you should develop a sense of urgency, set worthwhile goals, set deadlines and just do it.



## The 80/20 Rule

Does 20% of your work drive 80% of your outcomes? The Pareto Principle (named after the man who realised it) states that 80% of the results come from 20% of the actions. This imbalance between inputs and outputs is demonstrated in many areas and generalising it as the 80/20 rule opens up a world of opportunity, as you don't waste time and energy on less important things, but instead focus resources on the 20% of action that's going to get you 80% of the results you desire.

It's a powerful principle. In business, this could mean that 20% of customers account for 80% of profits, or maybe 20% of sales reps (the best ones) generate 80% of sales. Take the time to get to know what actions are getting the best results and helping you to grow, so you can focus more of your time and resources on them.





# Change your habits

**A habit, by definition, is an action that we've become so used to it becomes default.**

They are behaviours we perform automatically, allowing us to carry out essential activities without consciously thinking about them. Our unconscious habits free up resources for our brains to carry out other more complex tasks like solving problems.

We all have habits and we activate hundreds every day. These habits can be divided into three groups. The first group are the habits that we simply don't notice because they have been part of our lives forever, like tying our shoelaces or brushing our teeth. The second are habits that are good for us and which we work hard on establishing, like exercising, eating well or getting enough sleep. The final group are the habits that are bad for us, like smoking, procrastinating or overspending.

“A habit is a formula our brain automatically follows: When I see a cue, I will perform a routine in order to get a reward.”

**Charles Duhigg**  
'The Power of Habit'



1

### Identify the cues/triggers

Experiments have shown there are five recognisable habitual cues: your location, the time of day, your emotional state, the people around you and whatever you were doing immediately before the start of the routine.

2

### Identify the routine around the habit you want to change

What exactly are you doing when you do the habit you want to change? For example, if you want to give up unhealthy food, when, where and with who do you eat this most often? Acknowledging the exact details of the routine around the habit will help you be more aware of your behaviours rather than doing them automatically.

3

### Identify the reward you get from your existing routine

Work out which part of the routine you crave the most, is it the sugar rush from the unhealthy food you're eating? Or is it actually the person you spend time with while you're doing it? Or the place...is it just about getting away from your desk for a few minutes? Figuring out what you're actually craving will help you work out another way to get that reward without the bad habit.

4

### Have a plan for your new habit

Master your habit change by recognising the above three elements of it and using that awareness to change it to a more positive one.



## Your keystone habit

You might have several different habits that you would like to change, which will enable you or your business to grow, but you can make a difference by focussing on just one 'keystone habit'. A keystone habit is one which, if you change it, will have a ripple effect on your other habits. The best and most common example of this is exercise. Making positive changes to your exercise habits encourages other positive changes like eating better, being more productive, smoking less, and reducing stress.

Once you have worked on your habits, you're then ready to focus on your growth strategy. One tool which can really drive growth is our Business One Page Plan or BOPP.

## Learn how we can help you grow your business

Download our easy-to-read brochure on [www.xeinadin.com](http://www.xeinadin.com) and learn what we can do to realise your business goals and entrepreneurial dreams.

# Business One Page Plan (BOPP)

BOPP drives what's critical to growth and helps you make the changes you need to make in the business, so you can move forward and take action when things are not going to plan. It is not about looking at the past or historical information. Do you want to increase your profits? Of course, you do. A BOPP can help you do that.

## Snapshot

BOPP is a method to help businesses set targets for everything that matters, then develop and implement an action plan which empowers you to grow. The great thing about a one-page plan is it gives you a regular snapshot of your business, making it easy for you and your team to monitor success and take action. So, you've identified the barriers that are stopping you from achieving growth, you've identified the important things that you should be focusing on instead, and you've also picked up on some habits that need changing to get you where you want to be. The next step is to develop and improve your growth strategy...





# Develop your growth strategy

There are three significant factors you can use to dramatically improve the effectiveness of your growth strategy. But first of all you need to define your target market.

A better way of thinking about this is what does your ideal customer look like? Your entire market doesn't have to be made up of your ideal clients, but you do need to know what you're aiming for, so you can focus specifically

on what they want. If you identify and understand your particular niche you will be able to dominate it. You can define your target market by demographics and behaviours. It's also important to think about what your ideal customer wants from a supplier like you (and this isn't necessarily what they're currently getting).

## Take perspective

Paul McGee, the author of SUMO (Shut Up, Move On) says it can help to think of a beachball as a visual representation of the products or services your business offers. If you hold it up in front of your customer, you both see different colours on the beach ball, you both have different perspectives. All too often businesses look at their products and services from their own perspective rather than that of customers and potential customers.

It's important to switch your perspective around. You might find that you focus too much on the features, rather than the benefits of what you offer – but it's the benefits your customers are really looking for.

# Three strategies for growth

- Overt Benefit
- Reason to Believe
- Dramatic Difference



Three strategies for growth

## Talk about benefits

**What is the obvious benefit of your product or service to your customer? You have to make sure you're telling your customer what the benefit is, not just selling the feature.**

Features just describe what you do whereas benefits are what help the customer from their perspective. If you don't do this, they aren't going to see how you're any different from the competition. Once you've defined what the benefit is you need to communicate it, not quietly, but overtly and with confidence. If you don't feel comfortable doing this then you need to ask yourself why. If you don't

have confidence and belief in your product/service then why should your potential customers? It may help you to come up with your overt benefit if you think about your vision, your core purpose, what made you want to start the business in the first place and why you're passionate about doing what you do. This 'why' is usually what sets you apart.

“People don't buy what you do, they buy why you do it.”  
*Simon Sinek*



## Reason to believe

Your Reason To Believe must relate to your overt benefit – they work together and have to be relevant to your target market. A Reason to Believe is literally the proof or way you demonstrate to a potential customer that you can do what you say you can do. Here are 5 different strategies for demonstrating Reason to Believe:

- a Common sense explanations – use a logic that your target market identifies with.
- b Give them a personal experience of your product/service – a free sample, free trial, inviting them to an event, or a no-obligation meeting to get to know you gives them the opportunity to see for themselves.
- c Demonstrate your heritage – talking about how and why you started the company, why you work the way you do, what your vision, mission and values are, and what you've achieved over the years shows your pedigree.
- d Testimonials – giving potential customers access to feedback and success stories from existing customers is a great way to demonstrate your expertise.
- e Guarantees – put yourself or your business at risk if you don't deliver. Putting your money where your mouth is, is the most powerful of these five strategies. Remember – you can never have too many Reasons to Believe! Use as many of these as you can as part of your growth strategy to win new customers.







Three strategies for growth

## Dramatic Difference

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Your Dramatic Difference must be something that is consistent with your target market who has been attracted by your Overt Benefit and convinced by your Reason to Believe.

Your Dramatic Difference is what makes you stand out – don't look at what your competitors are doing – look at what they aren't!



“Pursuing dramatically different ideas takes courage, as the unbeaten path is not nearly as comfortable to travel on as the highway of conformity.”



**Doug Hall**

'Jump Start your Business Brain'



# Success Story

Here are some success stories from businesses that have improved profits and team happiness by removing barriers to growth, using a Business One Page Plan (BOPP), and using growth strategies that really work.



Success story

## Trust Brand Communications

**Trust used the support from Xinadin to create a Business One Page Plan enabling them to focus on what matters most for growing their business.**

They were able to identify a couple of barriers to growth. Firstly, the two directors were both working separately from home which was impacting day to day communication. And secondly, their pricing structure wasn't set up for growth. So, they brought

the business under one roof which improved the

day-to-day response to customers and allowed them to recruit additional team members.

They also revised their pricing model to one which encourages growth. Using the BOPP allowed Trust to take action and exceed their own expectations.

By measuring the things that matter they exceeded the previous year's turnover in just 8 months and won an industry award!

Success story

# Paper Salad

Xeinadins’ supported the owners of Paper Salad to develop their business skills so they could free up time and motivate their team to drive business growth.

This enabled them to grow their business by unleashing the power of their team. Before working with Xeinadins’ the business owners hadn’t identified their long-term vision, they also needed to free up their time by giving their team more responsibility and find new ways to motivate and reward their sales agents.

Attending Xeinadins’ growth workshops helped them to create a vision for the future of the business and set some personal goals too. They created a Business One Page Plan which helped them run the business more efficiently and has resulted in strengthened relationships with customers.

Success story

# Temperature Control

Temperature Control was supported by Xeinadins’ to restructure and refocus on growing their business in an exciting new direction.

Xeinadin events helped them during this period of change by providing time away from the business to generate new ideas to drive their business forward. They needed to shift the focus to providing a high-quality service to their ideal clients. They also needed to put the right team, processes and systems in place to allow them to build better relationships with clients.

By identifying their benefits and redefining their target market the business is now focusing on attracting more of their ‘ideal’ clients which is helping them to grow and build the business.



# Resources

Sometimes you might need help in identifying what barriers are holding you back, removing those barriers and developing your growth strategy.

If this is the case we really suggest you talk to one of our business advisors. It has been proven time and time again that having support is hugely beneficial in helping you to achieve your goals and get where you want to be. Xeinaadin can help you remove barriers to growth by running a strategy session.

## Need help?

We can also support you by helping to define your Key Performance Indicators (KPIs) and setting up your Business One Page Plan to help you focus on what matters most. What's important is that you ask for help if you need it. It could be the difference between you achieving your goals, or not!



“It is easy to sit up and take notice, what is difficult is getting up and taking action.”

*Honore de Balzac*  
French novelist and playwright

# Recommended reading

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List of books to inspire personal and business growth, recommended by Xeinadin:

- Jump Start Your Business Brain, by Doug Hall
- Thinking, Fast and Slow, by Daniel Kahneman
- The 80/20 Principle, by Richard Koch
- The Power of Habit, by Charles Duhigg
- SUMO (Shut Up, Move On) by Paul McGee
- Shoe Dog: A Memoir by the Creator of NIKE by Phil Knight
- The 7 Habits of Highly Effective People by Stephen R. Covey
- The Jelly Effect: How To Make Your Communication Stick by Andy Bounds
- One Minute Manager Meets The Monkey by Kenneth Blanchard, William Oncken and Hal Burrows

# References

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Links to all sources used for research and sited in this document.

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**We are**

# **XEINADIN**

**Have you been inspired by this whitepaper?**

Get in touch and talk to our experts about how we can  
help grow your business.

**[hello@xeinadin.com](mailto:hello@xeinadin.com)**