

# How To Replace Yourself in Your Business So You Can Scale Successfully

Here is what I'm saying to you – **Sack yourself as an employee!**

Yes, it might seem radical. It is the smartest move you can make.

**Most business owners want freedom:**

- Freedom to think.
- Freedom from the daily operations.
- Freedom to work on the business.
- Freedom to focus on your native genius, your one thing.
- Freedom to take the business to a whole new level.
- Some want to be free from the business altogether.

Yet, many business owners are in overwhelm. As the business grows so does the complexity and the things that need doing.

There is not enough time to get the important things done.

There is no space to think.

You end up doing operational tasks and get caught up with distractions, and busy-ness, and often (perceived) roadblocks.

What is worse, the business becomes dependent on you.

Something needs to change or give.

As coach Marshall Goldsmith says: **“What got you here, will not get you there.”**

**Let us explore 3 steps to get your freedom.**

# Re-design Your Role – Go Strategic

What Marshall Goldsmith is referring to is that the skills that got you to where you are now in your business, are not the skills you need to get to where you want to get to in the future.

Usually, a business owner builds a successful business through brute force and sheer will. To scale a business beyond a certain level means you need to go strategic.

**Your role becomes that of Chief Strategy Officer for scaling your business.**

Doing the strategic thinking and planning, building the right team and a strong culture. Then working through your teams (other people) to get things done, above the daily whirlwind.

**Shift your attention to working on the business, doing good strategic thinking, and only doing those things that move the business forward.**

Getting to this point starts with working out what you do now.

Rank each activity based on whether this is a high or low value activity.

With low value activity work out if it can be delegated or stopped. If delegated, then who on your team is the best person to take it over? Do you need someone else in the business or outside the business?

I get it is a transition. The transition speed is up to you. If you are determined, you will get it done. Let go of your employee roles. If needed scale your sales, revenue and profits first so you can get the people and systems you need.

**Completely redesign your role and go strategic in your business.**

**Free yourself up so you can scale your business with purpose.**

# Develop a Framework to Support You

Do you want to multiply your efforts?

Then, get 3 key people around you to see to it that things are executed and implemented. Their role is to keep you in your flow and to get things done.

**Put a high performing pod of people around you.** Then get them to put key people around them to drive key priorities and projects.

Obviously, you have people who do what needs to get done each day too.

Develop a rhythm of strategic thinking and planning to drive the business. Include your executive team in the thinking and planning.

**Use a rhythm of annual, quarterly, and weekly sessions.**

What do you want to accomplish in the next 12 months? What are your goals?  
What are the initiatives that will help you fulfill those goals?  
What are your measures of success?

**Set 90-day missions.** What needs to get done?

The 1-3 highest priorities for the next 90 days:

- What will help you to scale the business sustainably?
- Is the focus on more sales, revenue, or profit? Cashflow or profitability?
- Or is the focus operational efficiency, and building team culture?
- Do you need to work on your sales process and automation?
- Do you need to build brand and clear messaging?

Who will get what done by when? Have measures in place to track progress.

**Have weekly check-ins.**

Review the week done. Set up the week ahead.

What worked? Got done? What needs to change? What is next?

# Go Strategic Sustainably

**People are at the heart of every business.**

Specifically, you as the business owner and your team.

We can scale your marketing, lead generation and sales, revenue, and profit. If you want that growth to be sustainable you need to scale your team.

What I mean is you will need to re-organise in a way that the team you have get real meaning from their work and are able to operate as a cohesive unit with clarity and focus.

**It starts with getting clear about your WHY.** Simon Sinek calls it “starting with WHY.” Which is your core purpose, the reason your business exists beyond making money. By the way it is an AND. Purpose, people, PROFIT, and planet.

Why do I say this?

Because at the heart of any sustainable business it is more than being about money only.

Research by Dr Raj Sisodia says that **purpose driven businesses are 7-14 times more profitable** than the typical money driven business. Dov Seidman of LRN says it is up to 20 times more.

It's an important lesson. Build depth. Build team. Build authentic culture.

**Culture rests on core values.** What are the top 3 values that describe the key behaviours that define your culture which makes you different?

I'm not talking about permission to play values like respect, teamwork etc. Or aspirational values that are not exhibited by anyone in your business.

**So, what are your core (real) values?**

**Build a strong tightknit team whose personal values are being fulfilled by being part of the business.**

Take your time to learn what each team member believes is important to them in working for you.

**Here is the question to ask to discover values:**

**“What is important to you in working for our business?”**

Keep asking the question again a few times.

As well as **“and what else?”**

**Get a priority list and then unpack them a bit.**

What does (value) mean to you? The words they use have meaning.

Do the same for discovering what is important in life for them too. You want to know who they are and what drives them.

**Also explore their goals in life and in work.**

“What do you want to achieve in the next 12 months?”

“Or the next 5 years?”

Get to know your people. Build a level of intimacy, of care and safety at work.

You want a team that has your back and you have theirs. Values and goals are the doorway. Then tie a team member’s values to the values of the business.

A strong culture has lots of what I call “Glue”. **Build lots of glue.** It’s invisible, and it binds people to others and to work that gives them meaning.

Also, big hint - hire according to your values as a major filter too.

**Then give your team loads of clarity about their roles, what you want them to achieve and help them to drive the business too.**

**Then of course you need to know what is important to you too.**

- What drives you? (Check the previous questions 😊)
- What do you want to accomplish?
- What do you love to do?
- What are you great at?
- And how do you work best?

If your role is to predominantly to work on the business, to be doing strategic thinking, to coach your team so they can flourish - who do you need to have around you?

When you know what you want, you are clear about what needs to be done and what is important to you, and you have a good action plan and a great team all that is left is managing your mindset and state.

**Manage your mindset and state.**

Have you noticed that when you do something you love that several things happen without having to really think about it:

- Time expands, you make time, you tend to be on time.
- Space expands, you make the space needed, you have room to move.
- Energy increases, you re-energize easily, you are inspired.
- Discipline comes naturally. You find rhythm and flow.
- You find it easy to focus, you are reliable and organised.
- You pay attention to what's important and actively think about it.
- You work with purpose and intention. You get things done.

**This is your values and the values of the business in action. Focus on what's most important. One thing at a time. Prioritise and deputise. Get it done.**

**Give yourself the time and space to think. Breathe, relax. Exercise. Manage your energy well. Hydrate. Sleep well. Say NO to things that don't fit.**

# Conclusion

This will not happen overnight.

As Jim Collins says:

**Disciplined people who engage in disciplined thought and who take disciplined action – operating with freedom within a framework of responsibilities – this is the cornerstone of a culture that creates greatness.**

Make your mind up about what you want to achieve. If you want to scale your business, you will need a plan and the right people and thinking around you.

**If you'd like to brainstorm some ideas on how to implement this stuff, I'm happy to help.**

You can book a call with me where we can check if and how we can help you.

We'll take a look at what you are doing, what you want to accomplish and give you the best we can in terms of what you should do.

This is free but there is a catch.

This is only for established businesses.

We are not very good with start-ups.

Our strength is in taking businesses from doing OK to doing exceptionally well, fast. And sustainably.

If you would like a sample of how we do that go to <https://businessgrowthstrategies.biz> and pick a time that works well for you.

Thanks so much for reading this. I hope it helps.

Rod Fraser