



**How To Create A**

# Foundation for Growth

A design guide to reach YOUR Goals  
and achieve YOUR Growth

# Dear Business Owner,

## Are you struggling to achieve your goals, to direct and grow your business?

If so, you're not alone. Running your own business isn't easy, and day-to-day tasks can be all consuming, limiting your ability to remain focused on what's most important. Let's be completely honest, for many small businesses, resources are limited and it's often inevitable that the urgency of the task in hand will take priority over the importance of achieving your long-term vision.

However, all is not lost!

Our Foundation for Growth will provide the direction, processes and accountability necessary for you to strike a balance, ensuring you have a point of calibration which will enable you to maintain your focus and direction. Of course you will experience unforeseen obstacles and delays, but with the right foundation in place, you will ultimately achieve your goals.

As individuals and as the founders of Bright Trees, we've always strived to reach our full potential, but never at the expense of other people. Instead, we have always been motivated by the opportunity to support others and make a positive contribution along the way. We created Bright Trees to continue our personal growth and impact, by creating a platform to support fellow business owners by sharing our knowledge and experience.

**Our Foundation for Growth encompasses our passion to support business owners. We guide them through a simple seven step process, which creates their own foundation, aligning their behaviour, business decisions and growth aspirations.**

Traditionally, business growth has been measured using quantitative measures only; turnover, profit, headcount etc., but at Bright Trees we see it differently. We believe that growth is much more qualitative. Yes, the numbers are important, but for most they are the enablers, the inputs as opposed to the outputs. At Bright Trees, we believe that a more holistic approach is required and whilst it may be more difficult to measure, investing the time to really understand your purpose, what's important to you and what you want to achieve is fundamental in building a Foundation for Growth.

We've created this design guide to help and support business owners and our goal is simple; to enable independence, promote growth and support those that work with us to reach their full potential. We hope that by taking the time to read this guide, you'll feel ignited and motivated to take some time to step back from the day-to-day, create a newfound sense of purpose and, most importantly, take action!

**This design guide is brought to you by the team at Bright Trees.**

Be Proud | Be Curious | Be Collaborative | Be Happy

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From the outset, our design guide to creating your foundation for growth is somewhat unconventional:

- We start at the end of the journey; we get familiar with your end game and how you intend to exit the business.
- It's then that we focus on you, the business owner and at least initially, we make sure that you are the priority.

Using this approach, your business foundation will be designed around you, the value that you want to deliver and the customers that you want to serve. This is what we call the "interior design".

***Now let's get started.....***

## Seven Steps To Create Your Foundation For Growth



If you ask a builder to build a house, they will say; "great, where are the drawings so we can get started?". The same can be said for your business. Before you start to lay the foundation, you need to know what you're trying to achieve, what you want to create, what you're seeking to build. Of course this could change over time, but before we start any journey, we need a destination.

A business owner may want to create a business, an asset, that they can eventually sell to support their retirement. This clarity is great, as we understand part of the end game, we have a destination and we can start to develop a plan to achieve this goal.

However, many of us start our entrepreneurial journey with more passion than clarity.

As time goes by your business may well grow, but your goals are lost and ultimately your passion will most likely start to decline.

The first step in designing your foundation for growth is to get familiar with your end game.

- 1 *How do you want to exit the business?*
- 2 *Does it form part of your pension plan?*
- 3 *Do you want to create a lasting legacy?*
- 4 *Or, do you just want to solve problems?*

Business guru Michael Gerber suggests that every business should be franchise ready and to a certain extent he is correct. After all, he has sold over two million books on the subject! Income is generated from assets and if a business is to have any value beyond that of the owner, then it must create and adopt a systematic approach.

This is why it's vital to get familiar with the end game. Over time, you can alter and adapt, but if you truly know what you're trying to achieve, then you can design an appropriate foundation. A foundation that enables the growth of the business, whilst ensuring that your goals are achieved.

Remember at this stage, the customer does not come first. You, the business owner are the first and only priority!



**Book Club - Recommended Read:  
Simon Sinek, "Start with Why"**

## Step 2:

# Have Clarity On Your Purpose



So now you're familiar with your end game, but what drove you to start your own business? What's your purpose, your why?

Do you want to be a millionaire, spend more time with the family, make a positive impact or all of the above? We believe that your real why is deeper than this. It's not a trick question, there is no right or wrong answer, you just need to dig deep and be completely honest.

What makes you happy and really satisfied? You may answer something like 'helping others and doing my best'. When you start to question why and drill down deeper, you start to discover your real why. Once this is understood it will influence your behaviour and how you grow your business.

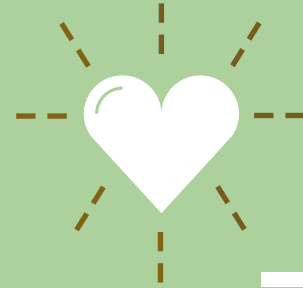
Your why might be to improve the lives of others or to make the world a better place, or dare we say it, to be stinking rich! Again, there is no right or wrong answer, but it's often deeper than a desired outcome. We always recommend that you take some time out, share your thoughts with someone that you trust, someone who will challenge you and work with you in discovering your purpose, YOUR WHY. We guarantee that this will be time well spent.

At this stage of the interior design it's important not to focus on what you do or how you do it, but WHY you do it.

Your purpose, your WHY is a critical cornerstone to your foundation, so challenge yourself and invest the time in understanding your WHY.

## Step 3:

# Define Your Values



The final element of the internal design process is defining your values.

The final element of the internal design process is defining your values. Documenting values is not just for large corporations or to address corporate responsibility, its about communicating the actions that you take, the behaviours you adopt and expectations that you have of your stakeholders; employees, suppliers and customers etc.

Aim to have values that can be described as behaviours and actions, avoiding the ones that we would term "expected givens" such as honesty and integrity. These value types tend to be traditional values of large corporations where values are internalised and not intended for external communication. At Bright Trees we have four values;

Be **Proud**  
Be **Curious**  
Be **Collaborative**  
Be **Happy**

all of which are supported by action statements that we are proud to publish on our website. It's who we are, it helps us to attract the right customers and to create a team that believe in the cause.

## Step 4:

# Your Market Driven Proposition



You've now reached the point of transition. Your interior design is defined, your purpose and values are understood, underpinning your decisions and the direction of your business. However, now is the time to pivot your thinking from "inside out" to "outside in". It's time to start thinking about the customer, the problems you intend to solve and the value that you'll deliver.

*You have a great idea, a passion, but do you solve a problem? Do you add value?*

Your value proposition must clearly describe the problem and how you solve this. Ideally, your proposition needs to be unique and difficult for others to replicate. A simple rule, which is often overlooked, is that if your proposition does not solve a problem or address a desire, then it doesn't add value.

If you're providing a service, then to calculate real value you must recognise the problem that your service addresses. For example, a virtual assistant offers the ability to regain your time, a gardener creates a space for you to enjoy. They are solving problems and addressing desires.

The next step is to define your niche. You may be a virtual assistant for an independent travel agent or a gardener who specialises in lawn care. Defining your niche will enable you to describe your ideal customer and tailor your proposition to their specific needs. This is critical to ensure that your time and resources are not wasted on attracting the wrong kind of customer.

## Step 5:

# The Building Blocks For Growth



Having now invested the time on the interior design of your business, your values and your proposition, you can now start to develop your blueprint for growth. The interior design allows you to understand what you want to build and why you're doing it. You're now familiar with your end game, you have a picture of your ideal customer and the problems you can solve. Now is the time for action!



To remain focused, we recommend that your annual goals are broken down into 90-day action plans. This enables you to break down your individual goals into manageable tasks where strategies and tactics can be clearly defined and measured.

A simple example is:

- 1 Our goal is to attract 400 new customers this year
- 2 Our 90-day goal is to attract 100 more customers
- 3 Our strategy is to increase advertising through social media
- 4 Our measure is to achieve an average of 8 new customers per week

By breaking goals down into smaller manageable tasks, you can easily measure your performance and make any necessary adjustments along the way.

This is not rocket science, but you will be surprised at how many business owners review their performance at the end of the year as opposed to adopting a regular and incremental approach.

**CLICK HERE**  
to request a copy of our  
90 day action plan  
template 

**Step 6:**  
**Make Yourself  
Accountable**



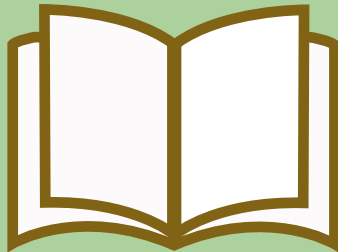
You don't have to do this alone, in fact its recommended that you don't!

Share your goals and build a team, a network not for today, but for your end game. As early as possible, develop a trusted network, an accountant that offers more than just number crunching, a legal advisor who appreciates the commercial relativity and a number of trusted advisors who are specific to the needs of your business.

True success usually needs a team effort and is rarely achieved on your own. Success is delivered when you work together, as a team, sharing your goals and being accountable.

**CLICK HERE**  
to learn about  
the benefits of an  
Accountability Partner

**Step 7:**  
**Never Stop Learning**



Taking the time to invest in the interior and exterior design of your business is pivotal for long-term success and growth. It will allow you to remain agile, adapt to external changes and pivot to meet the changing needs of your business. Most importantly, it will ensure you maintain alignment to your long-term goals and aspirations.

However, never stop learning, continue to invest in you and your business.



**So, now you're ready to  
create a foundation for  
growth and attract your  
perfect customers to  
achieve your goals.**

# What should you do next?

## #1.

### CLICK HERE

To join our community of business owners who are sharing their knowledge and experience. Remember, true success is not often achieved alone and our Facebook community provides a forum to share your concerns, seek solutions and invest in continuous learning.

## #2.

### CLICK HERE

To speak to a member of the Bright Trees team for a free consultation and start to achieve your growth aspirations. Our methodology for designing a foundation for growth isn't rocket science, but when it's implemented with the support, wealth and experience of the Bright Trees team, outstanding results are achieved.

*It's time to take control, take action and build your foundation for growth.*

# GROWING STRONGER TOGETHER

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