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GROWTH DECISION MATRIX

Capacity

Do you have staff, systems and other infrastructure to support more volume? Can you invest to add infrastructure? Will the volume use idle capacity or other resources to which you have favorable access.

Quality

Will adding volume negatively impact product or service quality?

Attention

By stretching for growth through current channels, will attention be diverted from serving current customers at high levels or from pursuing potentially better opportunities through other channels?

Return

Will the business added by stretching for growth be lower, equivalent or higher margin? (Be sure to factor in investment to support the volume!)

Respect

Will adding volume open supplier, funder or other important doors? Will it take the business to lucrative new arenas or dimensions?

Comfort

Will scaling the business change roles to the extent that you or others will be doing jobs you are not qualified for, comfortable with or happy doing?

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