

If your business is in the small percentage that makes it through the first three years and you aren't organised, then your chances of going on to real success are virtually none. This is because as you scale the business, inevitably you will need to hire more staff to cope with the extra work, invoicing, purchases and marketing etc. If your business doesn't have organised systems in place for coping, it will implode under the pressure.

*Without systems and organisation you
cannot scale a business.*

Scaling can be defined as:

A characteristic of a system, model or function (or business) that describes its capability to cope and perform under an increased or expanding workload. A system (or business) that scales well will be able to maintain or even increase its level of performance or efficiency when tested by larger operational demands.

So if you are seriously thinking about growth, you need to get organised and get some systems in place.

A Quick Note on Scalability

As you go through this book and start implementing the actions within, it's worth noting that any organisation, systems, processes or tools that you put into place must be scalable. The system you put in place should have the ability to expand as the business grows.

For example, a client of mine was very pleased with the purchase of a new whiteboard. It worked well on some levels; recording all jobs in progress, it was easy to understand, but it was also high maintenance, in that you had to virtually re-write it every time it needed to be updated

What they hadn't considered was that it wasn't scalable. If they achieved success and needed to double the amount of content on it, they would have to purchase another board each time they expanded. Eventually they would have run out of wall space for all the whiteboards.



SOFTWARE TIP: We replaced the whiteboard system in the example above with a simple '*Resource Planner*', which was scalable, and just as easy to review. Check out <http://www.patrena.com/> for the one we used, or why not check out *Google* to find a Cloud based equivalent.

Lifestyle

Many businesses are lifestyle businesses, set up to support their owner's lifestyle and provide a certain level of income. Traditionally these businesses are not scalable and have limited growth because to attempt this would have a negative effect on the owner's lifestyle. These types of business can get away with not being too organised, but if you want your business to grow into more than this, then you do need the organisational elements we discuss in this book to be put into place.

Being organised cannot only affect your business, but also your life. If your business runs like clockwork and you get everything done within normal working hours, so when you go home you won't have to do the bookkeeping, update the website or answer emails – you can spend more time with your family or relaxing.

An Organised Business = More Free Time