

# Positioning your business for growth

If you're like most entrepreneurs, growing your business is probably one of your biggest dreams. Your trusted Relationship Manager can help you achieve that dream by providing expert advice, customized financing, strategic direction, and more.

First, you and your banker need to have an open conversation about where your business is today and where you'd like to take it. To help you obtain a clearer picture for yourself and facilitate that conversation, take some time to answer these questions.

1. What motivates you? British author and motivational speaker Simon Sinek states, "People don't buy *what you do*, they buy *why you do it*." What's your *why*?

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2. Success can mean different things to different people. What does success in business mean to *you*?

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3. 12 months, five years, 10 years – within what time frame do you want to achieve your success?

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4. How much capital do you think you'll need to achieve the level of success you aspire to?

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5. Who, in your network of friends, family, business associates (past and present) and advisors (e.g. accountant, lawyer, banker), could you call on for advice, feedback, or new revenue streams? Surrounding yourself with a trusted network is one of the keys to successful business growth. Jot down your list of contacts now.

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**Track and celebrate the milestones in your business journey!**



Hold onto this worksheet and revisit it as you progress. Looking back on how far you've come can provide great inspiration as you continue to move forward!

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