



In This Issue

Four Factors in Accelerating Successful Growth

The Four Types of Company Growth

Andrew's Monthly Speed Nugget:
Accelerating Trust

In The News

Download [Andrew's](#) new paper on Powerful Growth Strategies

[Watch](#) Andrew being interviewed for "Ask Mr Franchise"

[Click here](#) for a free copy of one of Andrew's booklets

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Upcoming Events

Look for Andrew's new book on how to improve performance coming out in 2011.

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The monthly electronic newsletter presented by Andrew Miller

My newsletter focuses on providing ways you can dramatically accelerate results and improve the performance of your organization.

I wish you all a happy and healthy holiday season and a prosperous 2011!

Four Factors in Accelerating Successful Company Growth

Since this is my final newsletter of 2010, I wanted to provide a summary of the most important factors in speeding up the successful growth of your organization. These come from my work with many successful growth companies this year:

1. Develop a growth strategy that meets the needs of your customers and can be supported by your organization.
2. Determine how growth will be achieved - new products, new markets, new customer segments or all of the above.
3. Ensure a collaborative culture focused on adapting to changes, both internal and external. The more flexible your organization and the more engaged your employees, the faster you can take advantage of market opportunities.
4. Ensure the continued alignment of corporate strategies with daily operations. With poor alignment comes poor performance and even poorer results.

The Four Types of Growth Companies

All companies pursue one of four types of growth. Below are the types of growth, their characteristics and key success factors.

1. **Start-up Growth** - These companies are focused on finding an idea that fills a gap, determining their ideal target market and getting the idea launched. They need support in decision-making and developing customer acquisition strategies. The key to success is focusing on one idea and building on company strengths in that area.
2. **Opportunistic Growth** - These companies are focused on finding additional sales opportunities, introducing new products and developing customer loyalty. They need support in attracting the right employees and maintaining the core values of the organization. Developing a future vision and delegating administrative activities are keys to success.
3. **Expansive Growth** - These companies are focused on moving into new markets, establishing new market trends and aggressive hiring. They need to develop internal systems to follow and create efficiencies. Communication and consistency across the organization are keys to success.
4. **Constant Growth** - These companies are focused on developing strategic partnerships, soliciting new ideas from customers and business partners and developing complex internal systems to improve performance. They need help aligning corporate goals with daily operations. The key to success is a collaborative culture focused on continuous growth.

Which type of growth is your company pursuing? Are you focused on the key success factors?

Andrew's Nugget

Each month, Andrew provides a little nugget of advice to help speed up your business.

Accelerating Trust

Strong relationships and business partnerships are built on trust. One way to accelerate trust with people you meet is to share something personal with them to let them know something about you. This breaks down barriers to trust and opens up the lines of communication. Be careful what you share, though. There is such a thing as too much information.

What's New with Andrew?

Below are some interesting and useful articles:

- [Watch Andrew](#) being interviewed on "Ask Mr Franchise" about improving performance and managing change for franchisers and franchisees
- Andrew has posted some interesting videos on helping your organization improve its performance, [click here](#) to view them
- Andrew is a frequent speaker on a variety of subjects and loves to hear himself talk. [Check out](#) this recent speech that Andrew delivered. Contact [Andrew](#) if you need someone who can provide value to your audience. Here are some recent topics:
 - Accelerating results
 - Leadership
 - Business transformation
 - Effective communication
 - Implementing sustainable change initiatives
 - How to think like a competitive organization
 - Maximizing ROI from procurement operations
 - Effective decision-making

Please note that we grow our business through referrals and would never be too busy to speak with a friend, family member, acquaintance or colleague if you think we could be of assistance.

Please contact Andrew Miller at 416-480-1336 or visit our website at www.acmconsulting.ca

Please feel free to forward this newsletter to anyone to whom it might be of value.

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