

# Business Growth Stages

**open your company's potential  
and make way for future growth**



## The Stages of Business Growth

Whether it's the seasons of the Earth or the distinct phases of life, all living things move through changing times.

Each of these seasons are unique. They may represent a beginning, middle, or end. Or, perhaps a time for planning or sowing or reaping. It may be time to work and build or a time to find ways to give back.

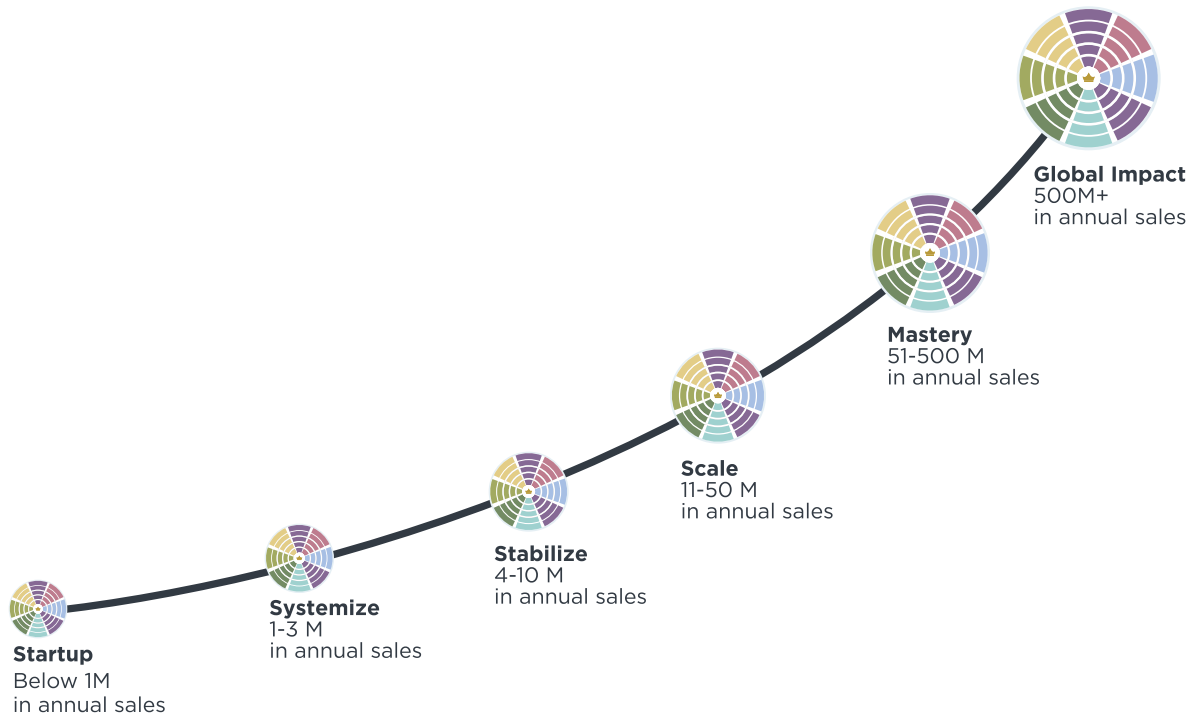
Whichever season you find yourself in, each requires its own set of priorities and a unique mindset. In this way, you work with the seasons – learning to thrive in the moment while preparing for the future.

Similar to the Earth and all of life, your business moves through distinct seasons as well. These seasons are the unique Stages that companies move through along their path of business growth.

Below are the six Stages of Business Growth. As you read, you'll discover that the problems you are facing are normal. They've also been overcome time and again by business leaders just like yourself. And as you overcome each challenge that arises, you'll open your company's potential and make way for future growth.



# Business Growth Stages



## Startup

### Typically between:

- 1-3 employees
- Below 1M in annual sales
- 0-3 years in business

### Keys to Success:

- Clarify your vision
- Make key hires
- Develop core products and services

## Systemize

### Typically between:

- 4-15 employees
- 1M - 3M in yearly sales
- 3-7 years in business

### Keys to Success:

- Mastering the team
- Identify Key Leaders
- Owner needs to be present

## Stabilize

### Typically between:

- 16-50 employees
- 4M - 10M in annual sales
- 7-15 years in business

### Keys to Success:

- Formalize systems and procedures
- Position mature, responsible leaders in key roles
- Doing things without the owner

## Scale

### Typically between:

- 51-250 employees
- 11M - 50M in annual sales
- 15-25 years in business

### Keys to Success:

- You have a raving fan base
- Owner shifts from daily operations to empowering the executive team to lead your company
- Shift from managers to an executive team

## Mastery

### Typically between:

- 250 - 2,000 employees
- 51M - 500M in annual sales
- 25-35 years in business

### Keys to Success:

- Leaving a legacy
- Aligning with industry leaders
- Flawless products & service every time

## Global Impact

### Typically between:

- 2,000+ employees
- 500M+ in annual sales
- 35+ years in business

### Keys to Success:

- Global teams
- 100 Year Vision
- Alignment with government officials

A man's heart plans his way, but  
the Lord directs his steps.

Proverbs 16:9



INTEGRO  
COACHING™

2420 Gehman Ln | Suite 100  
Lancaster, PA 17602

(223) 244-5251

f in @ integro212



[integro212.com/coaching](https://integro212.com/coaching)