

Hey there, I'm Theresa Cantley and I am a business growth strategist, and I help small business owners to find the gaps and the opportunities in their business so we can fix them and they can grow their business and put processes in place so the business runs smoothly without them. So I get asked this question a lot. I work with a lot of small business owners. I work with them one-on-one, passion-driven, purpose-driven business owners that are overwhelmed and they're trying to scale their business and they have hit a plateau and they're stuck. The biggest question that I get asked is, "Theresa, how can I scale my business? What is the magic bullet? What is the magic formula? What is the secret behind scaling your business?" Really, it comes down to two things. My husband and I actually just had a conversation about this the other day, but it comes down to two things. It comes down to having the right processes in place and it comes down to having the right people in place.

So one of the big things that I work with people on is we work on building resilience into their business, and there's six, I call them the six pillars of resilience. What is resilience? Resilience is giving you the ability to bounce back no matter what the impact, okay? No matter if it is some kind of a natural disaster, a pandemic, people leave, whatever it is, you are able to have your business bounce back, but also you're able to bounce back as a business owner. So two of the things, two of the pillars for resilience in a business are people and processes, right? So when people ask me that question, I'm like, "It comes down to two things and you have to be willing to be dedicated and be consistent and be willing to take responsibility and get the right people in place, but also put the right processes in place."

So let's start with the people, okay? Because as I always tell people that I work with, and even if you've ever done a masterclass with me or you've ever worked with me one-on-one or you've ever done any group coaching with me, you know that we build businesses from the inside out. A lot of people want to build them and that's why people think there's some kind of magic to it. People want to have this grand strategy for marketing. They want to have this grand website. They want to go gangbusters on social media, but they don't want to fix the internal piece, okay? When I talk to people and we talk about building from the inside out, inside means inside the business. The two things typically that we got to fix first are the people and the processes and the two go hand in hand, okay?

So when it comes to people, we want to think about what kind of culture do we want to build? What kind of team do we want to have? Not just hard skills, like these are the types of people that we need. We need these technicians, we need these mechanics. We need whatever, these coders. We want to think about what type of people, what type of traits do we want them to have. Do we need them to be very detail oriented? Do we need them to be... Obviously, we want them to be really good at working in a team or maybe you don't need them to be good at working in a team because they're going to be working on a lot of projects just them. Whatever that looks like, defining who you want on your team, but also defining what the core values are in your business and how that relates to the culture that you want to build.

The idea is or my thing that I teach is if we can and make sure that we are taking care of our biggest stakeholders in our business, our employees, okay, and we are treating them good, we are investing in them, they will invest back into you and your business. What does that come down to? It comes down to making sure that you're communicating your vision, your mission, your core values, the purpose of the business on a regular basis. It is not a once and done deal. It is something that we do again, we do it again and we do it again and we do it again. It's not like the vision of the businesses X, Y, Z. No, you weave it into constant communication that you have with them, consistent communication, making sure that you have team meetings. I have team meetings every week. Making sure that you understand what's important to your team members, making sure that they understand what's important to the business and that the two work together in synergy, what's important for them, what's important for the business.

That's how you're able to build a team of people who collectively can collaborate and work together to make sure that the business moves forward. Also, making sure that you are really clear on who it is that you want on your team. Again, it's not so much about the hard skills. I mean, the hard skills are important, but it's more about... Because you can't teach intuition. You can't teach drive. You can't teach motivation. You can't teach those things. So you want to make sure that you know who it is that you want on your team, okay? The clearer you are on your own role as the business owner and the visionary and the leader and what you need to do, the clearer you'll be on who you want on your team and who you need on your team so that you can move your business forward.

So that's the people part of it, okay? People who can bring the right energy, people who can do things the way that you do them, who are willing to learn, willing to put their best foot forward for the betterment of the business, which if we make the business better, we can ultimately make the world better. But again, we build from the inside out, starting with how can we take care of our employees the best we possibly can. So then we moved to processes, okay? This is the part that people roll their eyes and they're like, "Why do we have to do this? This is awful. This is boring. This is ridiculous. I don't want to do it." I approach process development different than most people, okay?

I come from the corporate environment and the Lean Six Sigma and all that stuff, doing things leaner. I get it. I understand it. I don't teach process development that way. I teach process development in looking at your business and using those processes to develop a better experience, not just for your customers, even though that's an important piece, but also for your employees, for yourself, for your community, okay? So when we look at processes, we want to look at five things, five reasons why we would want to develop processes in your business. So they are to educate, to automate stuff in your business, to delegate, to collaborate or to communicate, okay?

Again, people look at process development and they're like, "Oh my gosh, this is boring. Why do I have to do this?" Something I had recently with a client of mine, they're like, "We're not hiring right now. Why do we have to develop these processes?" Because you want to get those in place first because they are the foundation of your business. Again, two things that you need to scale and grow your business, people, processes, and the two have to be in alignment, okay? So looking at it and saying, "All right, how can I build a better experience? How can we be 10 times more efficient than we are right now? How can we connect 10 times more with our customers? How can I connect 10 times better with my employees?"

From there, if you start asking yourself that question, you can start saying, "Okay, we need processes in place that will educate our employees, that will teach them something. We need a process in place so that we can create a better customer experience to teach our customers about something in our business. We need to automate. We do this one particular task very manual." I have a client who was doing manual inventory counts, which was crazy, crazy. So we had to put a process in place, which involved aligning that process with an actual system so that they could automate it and make it a heck of a lot easier and a heck of a lot quicker and a heck of a lot more efficient to understand how much they had in inventory, which is a huge asset in your business. So looking at it and saying, "How can we make things better?"

Here's the other thing, when you look at your business and say, "What do we need to do to educate people? What do we need to do to automate something? What do we need to..." Maybe your doing something as a manager or a business owner that you're like, "You know what, this is not the best use of my time and I have somebody on my team that I think can do this really, really well so I'm going to delegate it to them." Okay, but we need to create a process to be able to delegate it so that they do it the way that you would do it, okay? Or the way that you want it done so that that experience and that

brand, the thing that you're known for, that vibe continues to go out there, whether it's you working with somebody or any of your employees.

That's why getting the right team in place and treating them, understanding what's important to them and aligning the two together is so important. Because, again, whether it's you delivering something or working with a customer or it's somebody in your team, you want to make sure that that experience is top notch, okay? That your employees are engaged. You have that top level engagement from them and everybody is happy.

So the other thing with processes, when you're looking at this and saying, "Okay, what do I need in my business to educate and to automate, to delegate?" all of those five things, what it's going to start to point out for you is where are the gaps in your business, where are the holes, and then also, where are there missing opportunities that you may not have seen before because you were doing things so manual. Here's the other big thing, the big gap it points out is how much time we spend on busy work that we shouldn't be doing any way. So when we can take the time to focus on these processes to build a better experience for our customers, to build a better experience for our employees, we can see where we can do things better and bring more energy, and also where we've been doing things that we shouldn't be doing so that we can focus more time on doing the things that we really need to do that we've probably been putting off, which most people do, okay?

So again, the two things that you need, there is no magic to it, there's no special formula, it's people and processes. That magic, when you get down to it, the magic comes from you and you identifying these things and then using your creativity to put these processes in place, to align them with the systems that you already have in your business, but then also to hire the right people to carry the message forward and continue to carry it forward. So again, there is no magic. It's just two things, people and processes. You put those in place. You have a more resilient business. You'll be able to start scaling your business faster because it's going to allow you some more freedom, but it's also going to make you 10 times more efficient and effective and connect at a 10 time higher level so that you can start growing faster.

So I hope this video helped you. I have a new article on Medium, by the way, the link is in my bio if you want to go check it out, which kind of tying into this is the five barriers that hold most business owners back, five barriers. I've experienced these. I've seen probably everybody I've ever worked with over the past decade, maybe even longer, have experienced these. Once you can break through these barriers and some of them have to do with people and processes, I think most of them do, but you will be able to achieve all of the success that you're looking to achieve. So check it out. The link is in my bio. It's on Medium. It's also on my blog.

But until next time, have a great rest of your week. I hope this video was helpful for you. If you are so inclined, I would love to hear from you. Drop a comment below and let me know which piece of this was most important. Again, two things you need to scale, people and processes. It's not another strategy. It's not another promotion. It's not another coupon. It's simply bringing the magic inside of you into your business. So have a great rest of your day.