

# ARE YOU READY TO SCALE YOUR BUSINESS?

Considering scaling your business this year? With Covid-19 seemingly somewhat under control, many businesses are looking to move forward with their objectives, after holding back due to the uncertainty of 2020 and 2021. So the question to consider is - is your business ready to scale?

We recommend you can tick a minimum of 10 points on our 'Ready to Scale' checklist, with a framework for achieving the final 4-5. In doing so, you can feel confident that your business is ready for the next step. We've also broken these checkpoints down into high priority, mid priority and low priority, so you know which areas you should definitely have covered.

## MUST-HAVE

Clear, document growth strategy

Funding or raising funds plan in place

Infrastructure to manage orders/services

Enough leads to keep driving demand

Management information for the past 2-3 years

## GOOD-TO-HAVE

Marketing system to manage and nurture leads

In-house, skilled employees aligned with your objectives

Automated invoicing and legalities

A salesperson or sales team dedicated to conversion

An aligned vision for growth amongst shareholders

## TRY TO SOURCE THESE

Outsourcing to agencies to help if needed

Technology/process roadmap for business continuity

Integrated systems, optimised for efficiency

Desirable company culture

Whether you're definitely ready to scale your business or you need support finalising some of the key checkpoints in this infographic - we can help. At The Finance People, we provide part-time finance experts with no long-term commitments, or full-time Finance Directors that can integrate into your business. With years of experience in helping businesses take those steps to success, we can help you scale your business and fulfil your business goals this year.

**This infographic is part of our whitepaper, 'The SME's Guide to Growth'. To learn the five common types of exit plans, how to plan your exit and why you need an exit plan, [download the full whitepaper here.](#)**