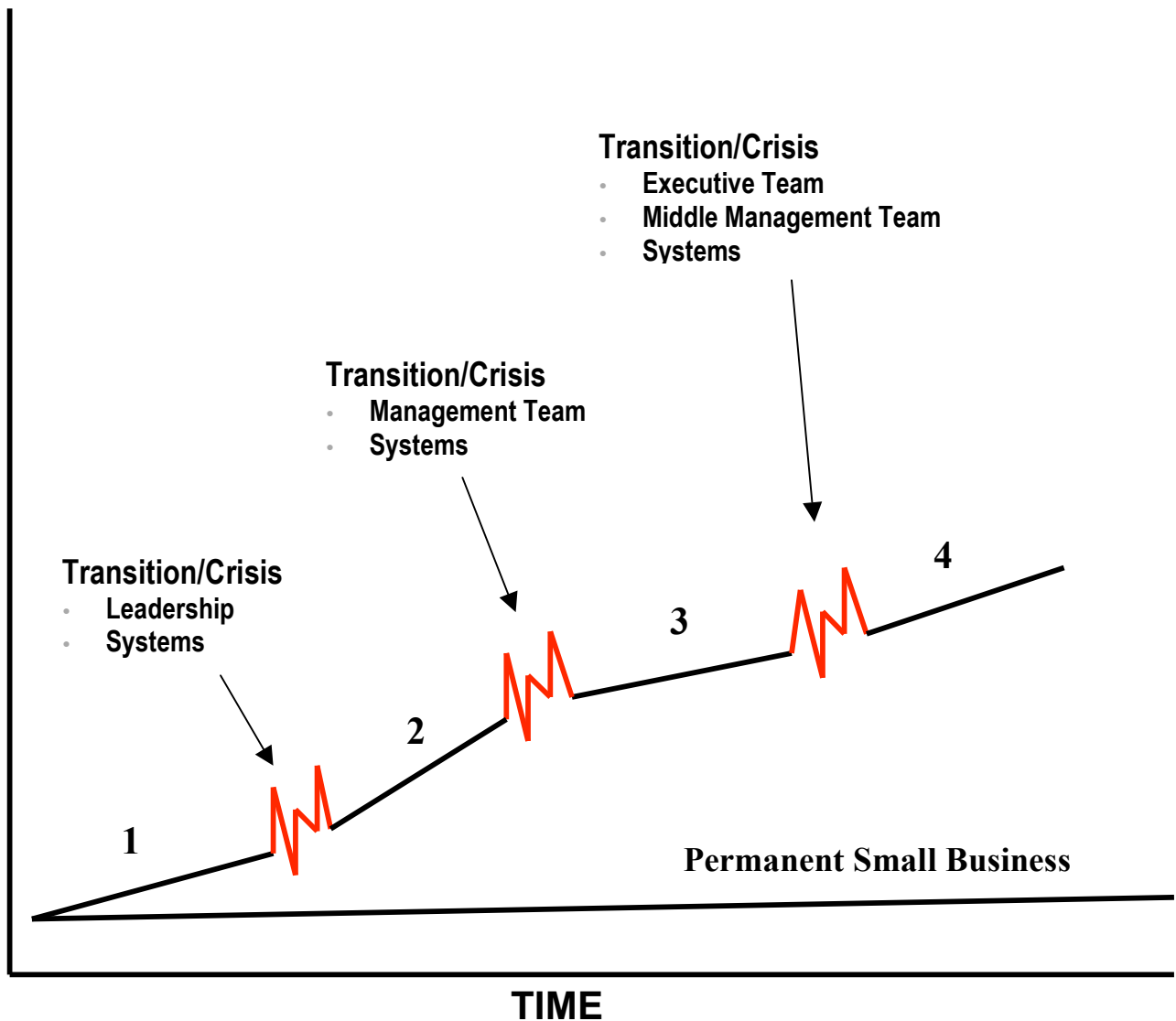


BUSINESS EVOLUTION

THE PHASES OF BUSINESS GROWTH

Growth Indicators:

- Increase in number of employees
- Increase in number and size of customers / clients
- Increase in products / services offered
- Increase in Revenue
- Equipment / facilities expansion
- Broadened geographic market coverage



- **Permanent Small Business:** “Mom and Pop”
- **Phase One:** Entrepreneurial Start-up
- **Phase Two:** Entrepreneurial Expansion
- **Phase Three:** Management Accountability
- **Phase Four:** Strategy and Planning

As companies grow and mature, the need for radically different leadership, management, and accountability practices increase.