



NEW ON-DEMAND TRAINING

7 AREAS YOU NEED TO FOCUS ON

# TO GROW YOUR BUSINESS THE RIGHT WAY

AVOID THE MISTAKES AND GROW YOUR BUSINESS THE RIGHT WAY, SO THAT IT WILL BE EASIER, FASTER, AND WITH LESS RISK FOR YOU

Presented by Myrna "Mommy Negosyo" Tam-Natividad



**WHO IS THIS FOR?**

# THIS TRAINING WAS DESIGNED PRIMARILY FOR...

## ACHIEVEMENT-ORIENTED WOMEN WHO WANT TO:

- have more time to do what they enjoy doing, away from business, while
- experiencing more and more business success , so that they can
- model business success for their family members,
- give them a better quality of life, and
- help give more jobs to other Pinoys as well

# MY GOAL...

I'll show you the **WRONG** and the **RIGHT** ways  
to **GROW** your business  
so that you can **ACHIEVE SUCCESS** easier, faster,  
and with fewer risks, using the tried and tested  
**ROADMAPS** to success.

# WHY YOU SHOULD LISTEN

**Hi! My name is**  
**Myrna Tam-Natividad**

**I'm your**

**"Mommy Negosyo"**

*Mommy N*



# Hi! My name is **Myrna Tam-Natividad**

- 40 years as a businesswoman
- 6 years as a business mentor and coach of more than 1,000 mentees
- committed most of business mistakes in my more than 20 failed businesses
- NOT a business course graduate



# Our Businesses

- franchisees and owners of retail stores

  
**SOPHIA**  
JEWELLERY



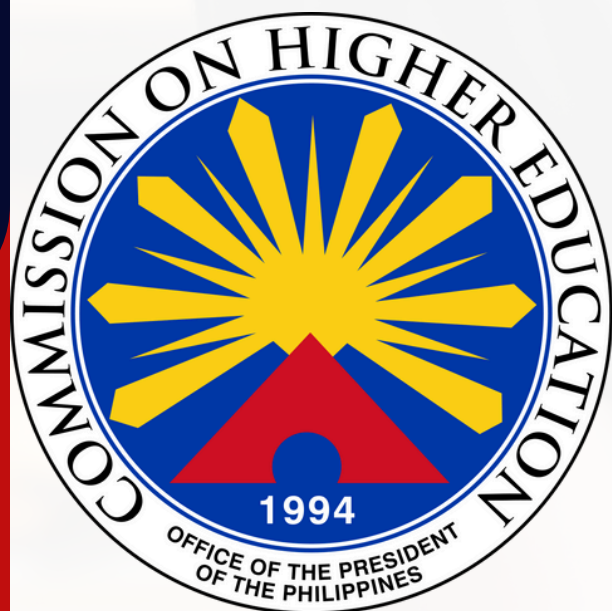
# Our Businesses

- franchisees and owners of retail stores
- food production, and service



# Our Businesses

- franchisees and owners of retail stores
- food production, and service
- manufacturing
- education



# Our Businesses

- franchisees and owners of retail stores
- food production, and service
- manufacturing
- education
- technical services, MLM, leasing, e-commerce and other businesses.



**Globe**



**Debt of almost P50 million  
in 30 years**

**DEBT**

# What worked



# What worked



I invested in:

- books
- courses
- teachers, mentors, and coaches

# Results

  
**SOPHIA**  
JEWELLERY

- businesses turned around one by one



# Results

- businesses turned around one by one
- paid off all our debts

# DEBT

# Results



- businesses turned around one by one
- paid off all our debts
- able to retire

# Results

  
**SOPHIA**  
JEWELLERY

- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed



GROW YOUR BUSINESS, PINOY!



# Results



- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed
- turned our remaining businesses over to our kids

# Results



- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed
- turned our remaining businesses over to our kids
- grow them to more than 30 physical stores in different cities, as well as online

# Living the Dream



# Living the Dream



# Living the Dream



# Living the Dream



**I WANT YOU**  
**to avoid mistakes**  
**and to grow your business the right way**  
**so that it will be easier, faster,**  
**and with the minimum risks for you.**

# Grow Your Own Business, Pinoy Roadmap®

by Myrna “Mommy N” Tam-Natividad

## Stages of Business Growth

4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.		
	3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/ or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.	
		2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
			1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.
	<b>Marketing</b>	<b>Supply, Production, and Value Chain</b>	<b>Financial Management</b>	<b>Operations Management</b>	<b>Technological Management</b>	<b>People Management</b>	<b>Leadership &amp; Management Skills</b>		

## Areas



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## Areas



# Grow Your Own Business, Pinoy Roadmap®

Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	4 Rapid Growth	Maximize marketing collection channels. Segment markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
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Areas

Startup  
Survival  
Professionalization  
Rapid Growth



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Stages of Business Growth



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Stages of Business Growth

4 Rapid Growth  
3 Professionalization  
2 Survival  
1 Startup



Continuously improve on people management functions, as well as the implementation of succession and exit plans.

Establish values, fine tune HR efforts, implement a timely succession program and/ or exit plan, if applicable.

Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.

Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.

Marketing    Supply, Production, and Value Chain    Financial Management    Operations Management    Technological Management    **People Management**    Leadership & Management Skills

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Stages of Business Growth

4	Rapid Growth	Continually focus on improving sales targets and attainment, collection targets and attainment.						
3	Professionalization	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.						
2	Survival	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.						
1	Startup	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.						
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Stages of Business Growth



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Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash in king.

\$ 1,319.17	\$ 2,331.28	\$ 82,321.18
\$ 1,282.84	\$ 2,367.61	\$ 79,953.57
\$ 1,245.94	\$ 2,404.51	\$ 77,549.06
\$ 1,208.47	\$ 2,441.98	\$ 75,107.08
\$ 1,170.42	\$ 2,480.03	\$ 72,627.04
\$ 1,131.77	\$ 2,518.68	\$ 70,108.36
\$ 1,092.52	\$ 2,557.93	\$ 67,550.43
\$ 1,052.66	\$ 2,597.79	\$ 64,952.64
\$ 1,012.18	\$ 2,638.27	\$ 62,314.37
\$ 971.07	\$ 2,679.39	\$ 59,634.98



Year	Company A	Company B	Company C
2013	47	71	43
2014	41	65	25
2015	32	48	34
2016	44	35	60
2017	50	27	78



Marketing

Supply, Production, and Value Chain

Financial Management

Operations Management

Technological Management

People Management

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Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.

Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.

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		Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills

Areas



# Grow Your Own Business, Pinoy Roadmap®

by Myrna "Mommy N" Tam-Natividad



Areas

# Grow Your Own Business, Pinoy Roadmap®



Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

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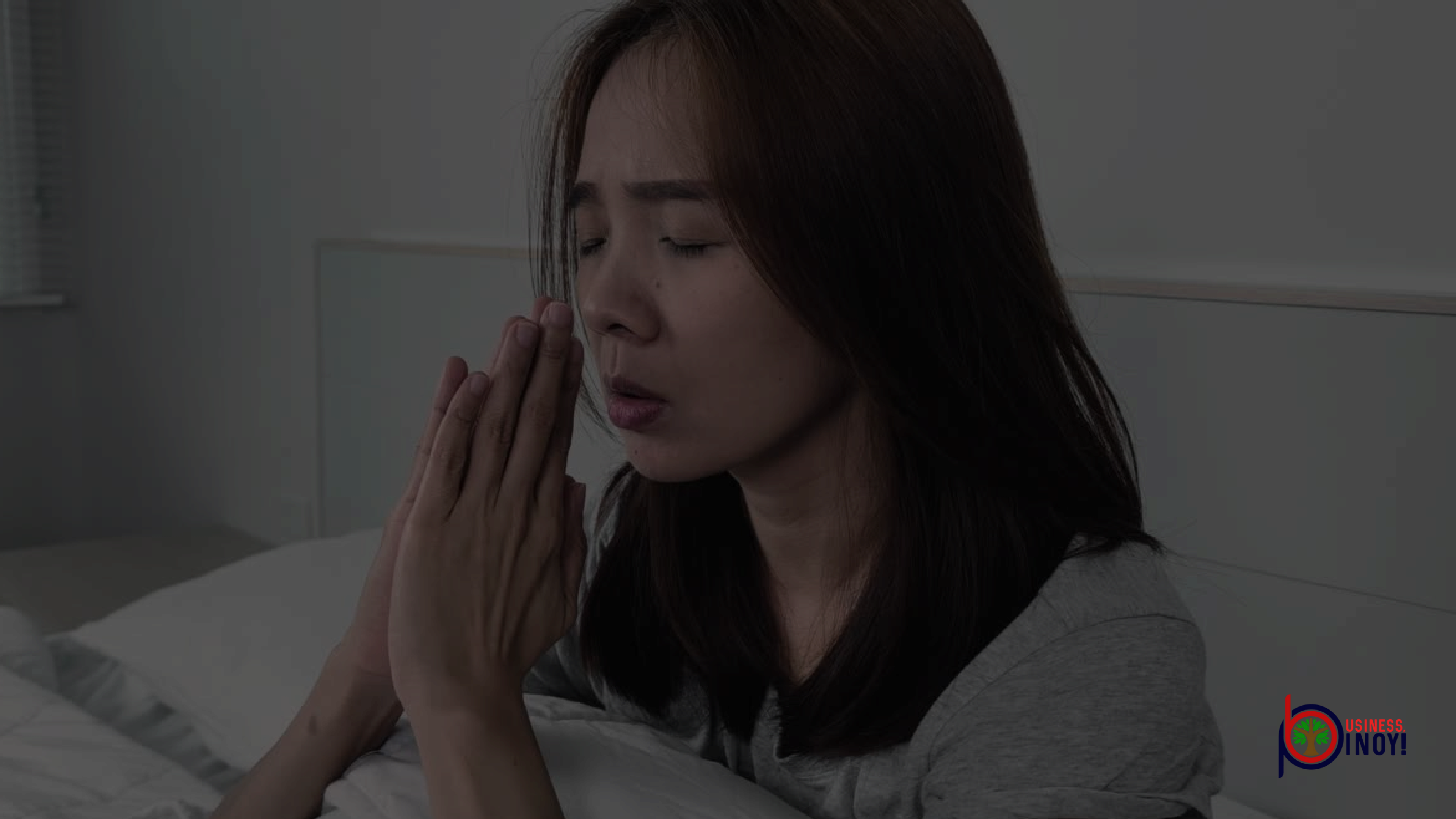
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## Areas













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Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

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# The shortcut to starting and growing businesses



Start Your Own Business, Pinoy Roadmap®

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Grow Your Business, Pinoy Roadmap®



# Failure is guaranteed, if we:

- just copy what we see others do in business, without understanding.



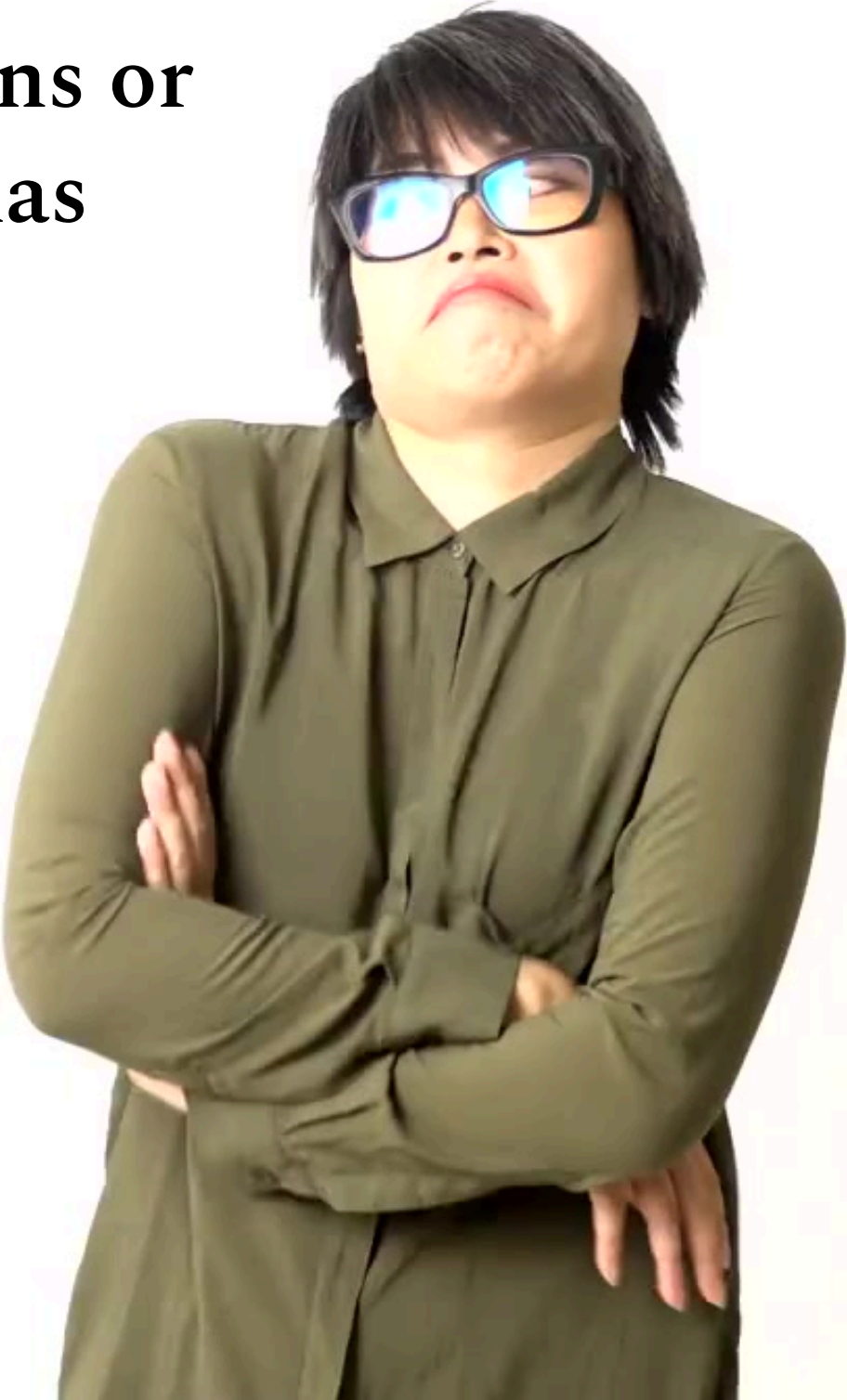
Grow Your Business, Pinoy! Roadmap® by Myra "Mommy K" San-Ratvidad						
Stage of Business Growth	Areas					
	Marketing	Supply, Production and Service	Financial Management	Operations Management	Technological Management	Human Management
Start-up	Identify your target market and create a marketing plan. Conduct market research to understand your customers' needs and preferences.	Secure your location and equipment. Obtain necessary permits and licenses.	Develop a budget and secure financing. Monitor your cash flow and manage your expenses.	Set up your production process and ensure quality control.	Invest in technology that will help you manage your business more efficiently.	Recruit and hire staff. Provide training and ongoing support.
Early Growth	Build your brand and establish a strong online presence. Use social media and other digital marketing tools to reach your target audience.	Optimize your production process to reduce costs and increase efficiency.	Monitor your financial performance and adjust your budget as needed.	Expand your production capacity to meet growing demand.	Invest in new technology to improve your operations.	Develop a strong team culture and provide ongoing training and support.
Mid Growth	Expand your market reach and explore new sales channels. Consider partnerships and collaborations.	Continuously improve your production process and invest in new equipment.	Refine your financial strategy and explore new funding options.	Optimize your operations and streamline your workflow.	Invest in research and development to create new products or services.	Develop a strong leadership team and delegate responsibilities.
Late Growth	Establish a strong brand identity and become a market leader. Focus on customer loyalty and retention.	Invest in high-quality equipment and materials to ensure the best possible product quality.	Develop a long-term financial strategy and explore new investment opportunities.	Continuously improve your operations and stay ahead of the competition.	Invest in cutting-edge technology to maintain a competitive edge.	Develop a strong corporate culture and attract top talent.





# Failure is guaranteed, if we:

- are too proud to ask questions or to admit that our business has problems we can't solve



Grow Your Business, Pinoy! Roadmap® by Myra "Mommy K" San-Ratvidad

Stage of Business Growth	Marketing	Supply, Production and Service	Financial Management	Operations Management	Technology Management	Human Resources Management	Leadership & Management Skills
Start-Up	Identify the target market and the value proposition. Develop a marketing plan and budget. Implement marketing activities to attract customers.	Identify and secure suppliers. Develop a production plan and budget. Implement production activities to create the product.	Develop a financial plan and budget. Implement financial activities to manage cash flow and expenses.	Develop an operations plan and budget. Implement operations activities to manage the day-to-day business.	Identify and implement technology solutions that support the business.	Identify and hire key personnel. Develop a human resources plan and budget. Implement HR activities to manage the workforce.	Develop a leadership and management plan. Implement leadership and management activities to guide the business.
Early Growth	Refine the marketing plan and budget. Implement marketing activities to increase sales and market share.	Optimize the production process and reduce costs. Implement production activities to improve efficiency.	Monitor financial performance and adjust the budget. Implement financial activities to maintain profitability.	Streamline operations and improve efficiency. Implement operations activities to reduce waste and increase productivity.	Evaluate and upgrade technology solutions. Implement technology activities to stay competitive.	Develop and train key personnel. Implement HR activities to build a strong team.	Strengthen leadership and management skills. Implement leadership and management activities to drive growth.
Mid-Growth	Expand the marketing plan and budget. Implement marketing activities to reach new markets and customer segments.	Scale up production and manage supply chain. Implement production activities to meet increasing demand.	Manage financial risk and ensure liquidity. Implement financial activities to secure funding and manage debt.	Implement advanced operations strategies. Implement operations activities to optimize performance.	Invest in research and development. Implement technology activities to create new products and services.	Implement advanced HR strategies. Implement HR activities to attract and retain top talent.	Develop a long-term vision and strategy. Implement leadership and management activities to lead the business into the future.
Late Growth	Focus on customer retention and loyalty. Implement marketing activities to build a strong brand.	Optimize production and reduce costs. Implement production activities to improve margins.	Manage financial risk and ensure liquidity. Implement financial activities to maintain financial health.	Implement advanced operations strategies. Implement operations activities to optimize performance.	Invest in research and development. Implement technology activities to create new products and services.	Implement advanced HR strategies. Implement HR activities to build a strong team.	Develop a long-term vision and strategy. Implement leadership and management activities to lead the business into the future.



# Business Success will take longer, if we:

- do not know that there are roadmaps



Grow Your Business, Pinoy! Roadmap® by Myra "Mommy K" Tan-Ratvidal						
Start-Up	Identify your business idea and conduct market research. Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.	Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.	Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.	Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.	Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.	Develop a business plan and secure financing. Obtain necessary permits and licenses. Hire key personnel and set up your business location.
Initial Growth	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.	Identify your target market and develop marketing strategies. Focus on customer acquisition and retention. Monitor financial performance and adjust operations as needed.
Steady Growth	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.	Expand your product line and diversify your offerings. Strengthen your brand and build a loyal customer base. Optimize your operations for efficiency and cost-effectiveness.
Advanced Growth	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.	Explore new markets and international expansion opportunities. Invest in research and development for innovation. Build a strong corporate culture and attract top talent.
Peak Growth	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.	Consolidate your business and optimize your operations. Explore strategic partnerships and acquisitions. Prepare for a successful exit strategy or succession plan.



# Business Success will take longer, if we:

- do not have mentors and coaches who have made the mistakes and who are here to guide us



Grow Your Business, Pinoy! Roadmap® by Myra "Mommy K" San-Rafidod

Stage of Business Growth	Marketing	Supply, Production and Service Chain	Financial Management	Operations Management	Technology Management	People Management	Leadership & Management Skills
Start-Up	Identify your target market and create a marketing plan. Use social media and direct sales to reach your customers.	Identify your suppliers and establish relationships. Negotiate terms and conditions.	Develop a budget and track expenses. Monitor cash flow and profitability.	Set up your business processes and systems. Optimize workflow and productivity.	Identify the technology solutions that will support your business operations.	Recruit and hire the right people. Provide training and ongoing support.	Establish a strong leadership presence. Communicate your vision and goals.
Early Growth	Expand your marketing efforts. Build a strong brand identity and reputation.	Optimize your supply chain. Explore new suppliers and products.	Review your financial statements regularly. Adjust your budget as needed.	Streamline your operations. Implement efficiency improvements.	Invest in technology upgrades. Automate repetitive tasks.	Develop a strong team culture. Encourage collaboration and innovation.	Strengthen your leadership skills. Delegate responsibilities effectively.
Mid-Growth	Develop strategic marketing campaigns. Diversify your customer base.	Expand your production capacity. Explore new markets and products.	Implement advanced financial management tools. Optimize tax strategies.	Invest in process automation. Enhance data collection and analysis.	Adopt cloud-based software solutions. Integrate different systems.	Implement performance management systems. Provide regular feedback.	Build a strong network of industry contacts. Seek mentorship and advice.
Late Growth	Establish a strong brand identity. Focus on customer loyalty and retention.	Optimize your supply chain for cost efficiency. Explore new sourcing options.	Conduct regular financial audits. Review your overall business performance.	Continuously improve your operations. Stay up-to-date with industry trends.	Invest in research and development. Explore new technology applications.	Develop a strong succession plan. Prepare for the future of your business.	Establish a strong leadership legacy. Inspire and motivate your team.



Before you move further and do another thing in your business, please **study and digest the GYBP Roadmap first.**

**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
	3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
	2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
	1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.
		<b>Marketing</b>	<b>Supply, Production, and Value Chain</b>	<b>Financial Management</b>	<b>Operations Management</b>	<b>Technological Management</b>	<b>People Management</b>	<b>Leadership &amp; Management Skills</b>
		<b>Areas</b>						



## Going to the next level and start thinking about:

- hiring and training
- marketing
- selling more
- enough products at all times
- using technology
- monitoring the numbers
- continue to invest in your own growth as a leader.

**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
	3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
	2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
	1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.
		Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
		Areas						

# Grow Your Business, Pinoy Roadmap®



**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
4 Rapid Growth	Maintain marketing communication channels. Increase website.	Continuously reevaluate all your systems and processes and adjust them to meet growth.	Continue to use financial statements and ratios to make timely and accurate decisions, and call other financial resources to allow you to grow rapidly.	Continuously focus on improving sales programs and processes. Continually target and adjust to allow you to grow rapidly.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management. Develop a succession plan and adjust to allow you to grow rapidly.	Continuously reach out, network, and adjust your plan often and continuously. Review your plan and adjust to allow you to grow rapidly.
3 Professionalism	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and allocations. Formalize documentation of all policies and systems. Build strong sales team.	Identify top of the line technology, especially software and start applying them to processes for rapid growth.	Establish values, hire top talent, implement a timely succession program and/or plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plan often and continuously.
2 Survival	Identify profitable segment to serve. Concentrate on them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or cut. Come up with what you can do to increase the quality of your products and services that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify pain points and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and networks with people of your industry to get updates on new software, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a reward engagement structure, performance management and rewards systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to grow up for growth.
1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Self enough to bootstrap. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the best software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. Do not hire just to fill the gaps.	Be clear about why you are in business. Identify your passion and translate your vision. Plan, verify and evaluate your plan. Avoid and learn from your mistakes.

**Areas**



# Grow Your Business, Pinoy Roadmap®



**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
1 Startup	Identify market needs and segments to serve. Define a unique value proposition.	Identify and produce products and services. Ensure that there is enough production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Self enough to bootstrap. Start documenting operational systems like selling, purchasing, production, and collection.	Explore the best software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. But do not hire debt and hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, verify and evaluate your plan. Avoid and learn from your mistakes.
2 Survival	Identify profitable segments to serve. Concentrate on them and do not stop.	Identify and produce products and services that are profitable and needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do to offset, without sacrificing the quality. It is a time-effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify pain points and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and networks with people of your industry to get updates on new softwares, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward system, and performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to grow up for growth.
3 Professionalism	Identify more areas to sell to. Increase marketing, communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and allocations. Formulate documentation of all policies and systems. Build strong work team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, five core job offers, implement a timely succession program and/or set plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plan often and continuously.
4 Rapid Growth	Maintain marketing communication channels. Increase marketing.	Continuously reevaluate all your systems and processes and adjust them to meet growth.	Continue to use financial statements and ratios for sales trends and expenses to monitor, and if other financial resources to allow you to grow rapidly.	Continuously focus on improving sales targets and allocations. Continue targets and allocations.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management. Formulate a succession plan and set plan, if applicable.	Continuously reach vision, mission, and objectives. Monitor plan accordingly. Adjusted. Right course through continuous monitoring the compliance of all processes for the new stage.

**Areas**



# Grow Your Business, Pinoy Roadmap®



**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
4. Rapid Growth	Maintain marketing communication channels. Invest in research.	Continuously reevaluate all your systems and processes and adjust them to meet growth.	Continue to use financial statements and ratios for credit control and expansion. Review, and call other financial resources to allow you to grow rapidly.	Continuously focus on improving sales targets and attainment. Continually target and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management. Invest in training and development of employees and staff.	Continuously reach out, listen, and adjust. Review plans, and adjust as needed. Monitor and adjust your plans often and continuously.
3. Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong work team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, low tone HR efforts, implement a timely succession program and/or set plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plans often and continuously.
2. Survival	Identify profitable segments to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or cut. Come up with what you can do to cut without sacrificing the quality. It is a time-effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and networks with people of your industry to get updates on new tech, the latest software, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward system, and performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish organizational and people development plan to gear up for growth.
1. Startup	Identify market needs and segments to serve. Define exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Self enough to bootstrap. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the best software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. But do not hire debt and hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, execute and evaluate your plan. Avoid and learn from your mistakes.

**Areas**



# Grow Your Business, Pinoy Roadmap®



**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
4 Rapid Growth	Maintain marketing communication channels. Increase outreach.	Continuously reevaluate all your systems and processes and adjust them to meet growth.	Continue to use financial statements and ratios to make timely and accurate decisions, and call other financial resources to allow you to grow rapidly.	Continuously focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management, recruitment, and the development of retention and exit plans.	Continuously reach vision, mission, and objectives. Review plans accordingly. Adjusted. Right using the core values of all processes for the new stage.
3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong work team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, five core job offers, implement a timely succession program and/or exit plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plans often and continuously.
2 Survival	Identify profitable segments to serve. Commit to them and do not stop.	Identify and produce products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or cut. Come up with what you can do to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updates on new soft, the staff software, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward management structure, performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish organizational and people development plan to gear up for growth.
1 Startup	Identify market needs and segments to serve. Define exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Self enough to bootstrap. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the best software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and retaining good people. But do not have debt just to hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, verify and evaluate your plan. Avoid and learn from your mistakes.

**Areas**



# Grow Your Business, Pinoy Roadmap®



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Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
1 Startup	Identify market needs and segments to serve. Define exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Self enough to bootstrap. Start documenting operational systems like selling, purchasing, production, and financial management and collection.	Explore the best software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. But do not hire your debt and hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, verify and evaluate your plans. Avoid and learn from your mistakes.
2 Survival	Identify profitable segments to serve. Communicate to them and do not stop.	Identify and produce products and services that are profitable and needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do to increase the quality. It is a time-effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify pain points and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and networks with people of your industry to get updates on new softwares, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward system, performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish organizational and people development plan to gear up for growth.
3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Standardize collection targets and attainment. Build strong sales team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, five core job offers, implement a timely succession program and/or exit plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plans often and continuously.
4 Rapid Growth	Maintain marketing communication channels. Increase networks.	Continuously reevaluate all your systems and processes and adjust them to rapid growth.	Continue to use financial statements and ratios for sales trends and expenses trends, and of other financial measures to allow you to grow rapidly.	Continuously focus on improving sales targets and attainment. Collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management, process management, documentation of operational and exit plans.	Continuously reach vision, mission, and objectives. Re-evaluate plans according to demand. Fight strong ethics. Documenting the core values of all processes for the new stage.

**Areas**



## Most important thing I learned in my journey:

Accounting, marketing, human resource management, etc. is **only 20% of business success.**

Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
1 Startup	Identify market needs and segments to serve. Define a unique value.	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Get enough to bootstrap. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. But do not have debt just to hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, verify and evaluate your plans. Avoid and learn from your mistakes.
2 Survival	Identify profitable segments to serve. Communicate to them and do not stop.	Identify and produce products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do to get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify pain points and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updates on new soft, shelf software, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward management structure, performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish organizational and people development plan to grow up for growth.
3 Professionalism	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and allocations. Formulate documentation of all policies and systems. Build strong work team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, low tone job offers, implement a timely succession program and/or plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plans often and continuously.
4 Rapid Growth	Maintain marketing communication channels. Invest in research.	Continuously reevaluate all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios for sales trends and expenses and other financial measures to allow you to grow rapidly.	Continuously focus on improving sales programs and systems. Continuously target and document.	Continue to upgrade technology for further rapid growth.	Continuously improve on people management, research, and the development of innovation and new plans.	Continuously reach out, network, and explore new business opportunities. Develop high-level skills continuously. Monitor the compliance of all processes for the new stage.

Areas

Most important thing I learned in my journey:

Accounting, marketing, human resource management, etc. is **only 20% of business success.**

**80%?**

Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
1 Startup	Identify market needs and segments to serve. Define "exceptional value."	Identify and produce products and services. Ensure that there is enough to meet customer needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Get enough to bootstrap. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, printers, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competence. Start attracting, hiring and training good people. But do not hire your debt or hire others.	Be clear about why you are in business. Identify your passion and formulate your vision. Plan, verify and evaluate your plans. Avoid and learn from your mistakes.
2 Survival	Identify profitable segments to serve. Communicate to them and do not stop.	Identify and produce products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do to, without sacrificing the quality. It is a time-effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collection. Identify pain points and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and networks with people of your industry to get updates on new soft, shelf software, and more technological technology for added productivity.	Keep employees by providing career advancement, a reward management structure, performance management and research systems. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish organizational and people development plan to gear up for growth.
3 Professionalism	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and allocations. Formulate documentation of all policies and systems. Build strong work team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, low tone job offers, implement a timely succession program and/or set plan, if applicable.	Strengthen control. Evaluate, monitor, evaluate and adjust your plans often and continuously.
4 Rapid Growth	Maintain marketing communication channels. Invest in research.	Continuously reevaluate all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios for sales trends and expenses and monitor, and if other financial measures to allow you to grow rapidly.	Continuously focus on improving sales programs and systems. Continuously target and document.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management, research, and seek for documentation of innovation and new plans.	Continuously reach stretch, explore, and adjust your future plans accordingly. Document, verify and evaluate your plans often and continuously for the new stage.

Areas

**YOU**

**YOU**

**beliefs  
attitudes  
mindsets**





# RECAP

# Grow Your Business, Pinoy Roadmap®

## 01 Marketing

## 02 Supply, Production, and Value Chain

## 03 Financial Management

## 04 Operations Management

## 05 Technological Management

## 06 People Management

## 07 Leadership & Management Skills

**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
	3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/ or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
	2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
	1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.
		<b>Marketing</b>	<b>Supply, Production, and Value Chain</b>	<b>Financial Management</b>	<b>Operations Management</b>	<b>Technological Management</b>	<b>People Management</b>	<b>Leadership &amp; Management Skills</b>
		<b>Areas</b>						



# Option 1: Do Nothing



# Option 2: Do it Yourself

Grow Your Business, Pinoy! Roadmap® by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
	3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/ or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
	2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
	1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.
		Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
		Areas						

**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

<b>Stages of Business Growth</b>	<b>4</b>	<b>Rapid Growth</b>	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avail of other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
	<b>3</b>	<b>Professionalization</b>	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/ or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
	<b>2</b>	<b>Survival</b>	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
	<b>1</b>	<b>Startup</b>	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.
			<b>Marketing</b>	<b>Supply, Production, and Value Chain</b>	<b>Financial Management</b>	<b>Operations Management</b>	<b>Technological Management</b>	<b>People Management</b>	<b>Leadership &amp; Management Skills</b>
<b>Areas</b>									

# Implementation is the most most difficult part.



# Option 3: Do It With Me

**Grow Your Business, Pinoy! Roadmap®** by Myrna "Mommy N" Tam-Natividad

Stages of Business Growth	Areas						
	Marketing	Supply, Production, and Value Chain	Financial Management	Operations Management	Technological Management	People Management	Leadership & Management Skills
4 Rapid Growth	Maximize marketing communication channels. Saturate markets.	Continuously reexamine all your systems and processes and adapt them to rapid growth.	Continue to use financial statements and ratios to make timely and appropriate decisions. Avoid other financial resources to allow you to grow rapidly.	Continually focus on improving sales targets and attainment, collection targets and attainment.	Continue to upgrade technology to sustain rapid growth.	Continuously improve on people management functions, as well as the implementation of succession and exit plans.	Continuously revisit vision, mission, and objectives. Revise plans accordingly. Maintain tight control while continuously reviewing the relevance of old processes for the new stage.
3 Professionalization	Identify more areas to sell to. Increase marketing communication channels. Build a strong brand.	Improve systems and processes for purchasing, production, logistics, warehousing, etc. to meet higher demand.	Set up budgets. Use financial and productivity ratios. Consider ROI of every activity or strategy. Explore alternative financing.	Identify sales and collection targets and attainment. Formalize documentation of all policies and systems. Build strong audit team.	Identify top of the line technology, especially software and start applying them in preparation for rapid growth.	Establish values, fine tune HR efforts, implement a timely succession program and/or exit plan, if applicable.	Strengthen control. Execute, monitor, evaluate and adjust your plans often and continuously.
2 Survival	Identify profitable segment to serve. Communicate to them and do not stop.	Identify and produce products and services based on your profitable niche. Ensure that there are enough products and services that are needed by your customers at all times.	Analyze sales and expenses to see which can be controlled or not. Come up with what you can do less of, without sacrificing the quality. It is from effective control that you get the cash to grow your business. Seek supplier financing.	Continuously improve the sales and collections. Identify policies and improve documentation of systems. Ensure compliance.	Attend trade fairs, join groups and network with people of your industry to get updated on more off-the-shelf softwares, and more sophisticated technology for added productivity.	Keep employees by providing career advancement, a relevant organizational structure, performance management and rewards system. Strengthen discipline with the right tools.	Establish vision, mission, and objectives and a profit target on which a strategic plan is based. Establish an organizational and people development plan to gear up for growth.
1 Startup	Identify market needs and segments to serve. Deliver exceptional value.	Identify and produce products and services. Ensure that there is enough to meet customers' needs. Maximize production capacity.	Know if your business is making money or not. Separate personal funds from business funds. Monitor sales and expenses, and ensure timely collections. Start using timely and accurate financial statements for decision making. Make sure suppliers are paid on time. Cash is king.	Sell enough to breakeven. Start documenting operational systems like selling, purchasing, production, financial management and collection.	Explore the basic software programs, hardware, gadgets, tools and equipment that you can use to make you work less and produce more.	Learn to hire and delegate using competencies. Start attracting, hiring and training good people. But do not incur debt just to hire others.	Be clear about why you are in business. Identify your passion and formalize your vision. Plan weekly and evaluate your plans. Accept and learn from your mistakes.

# Book your **FREE** Clarity Call Now

with *Mommy N*



- **Why should I book that call and talk to you?**



- **Is growing a business really for me?**



- **How much work is required to work with you?**



- **Do I need this coaching and mentoring program when there are many resources online for free?**



Message me  
to book  
your **FREE**  
ClarityCall



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<https://bit.ly/chatMommyN>

