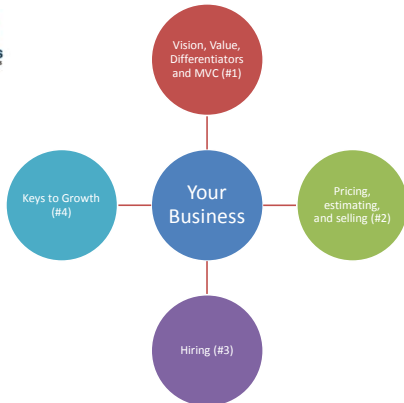




Get Growing

March 2017

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Three Keys to Growth

- Resources
 - Webinar 3 was how to hire, but should you?
- Personal Growth
 - You are the #1 employee, are you keeping up?
- Emergent Strategy
 - How can you take advantage of new opportunities without killing your firm?

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Gary Romano



- President and CEO of Civitas Strategies
- National work with the W.K. Kellogg Foundation, University of FL Lastinger Center for Learning, Families and Work Institute, Annie E. Casey Foundation
- Author of *Small But Mighty: Changing the World Through Consulting*

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When and How to Hire

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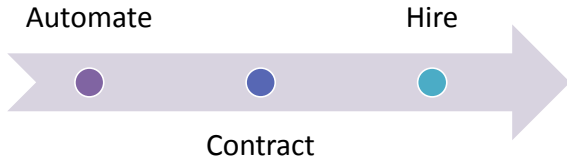
The Disappointing Truth

- No simple formula to decide if and what kind of help you need
- Usually a leap of faith
- Bootstrapping
 - Too soon and you incur extra costs
 - Too late and you are swamped
- Don't panic, process

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My Philosophy



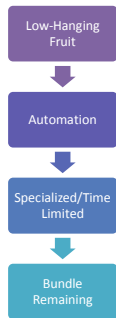


Do I Need Help?

- Don't Panic**
 - Usually start underwater
 - Talent is your firm
- Collect data**
 - Two days to two weeks of data
 - Scope dissection
- Task Analysis**
 - Biggest time pits first
 - Level of skill vs duration



What Help Do I Need?





Automation Options



For more, see: <http://www.smallbutmightybook.com/tools>

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Employee or Contractor?



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Personal Growth

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Talent Includes You

- You are the #1 Employee
 - Typically the brand
 - Even after you grow
- Cannot rest on your laurels
 - In your specialization
 - In your business

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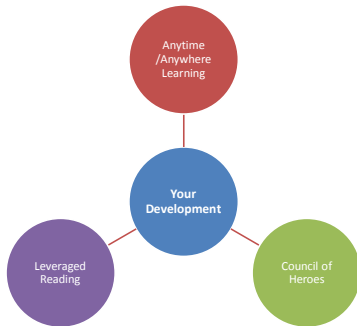
Key Challenges



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Three Strategies



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Anytime/Anywhere Learning

- Be specific - you only have so much time
- Choose Quality
 - Will hold you accountable to instructors or peers
 - Application opportunity
- Truly Anytime/Anywhere
 - Resist even a log-in time
 - Have all the freedom you need
- Credential
 - Get something at the end
 - Post it to LinkedIn, your bio

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Examples



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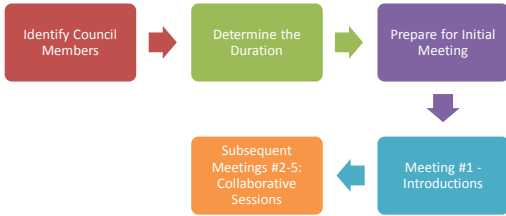
Leveraged Reading

- I love books, but...
- Alternative weekly approach:
 1. Audio book
 2. Long reviews/Summaries (Blinkist)
 3. Blogs

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Council of Heroes



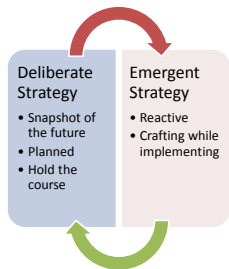
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Emergent Strategy

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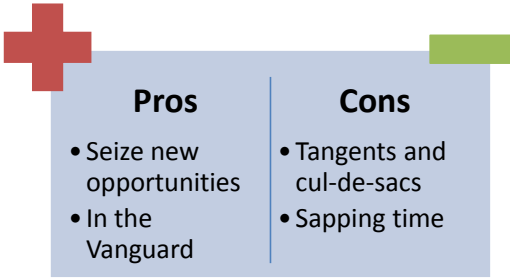
Types of Strategy



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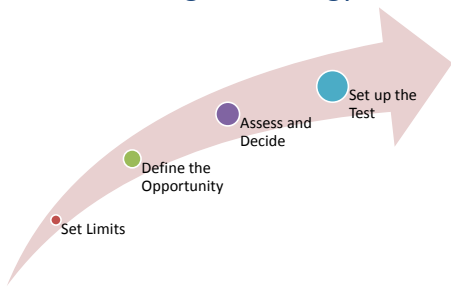
Opportunities & Obstacles



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Navigating with Emergent Strategy



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Resources

- Chapter on Determining Staff Needs
- Process for your own Council of Heroes
- [Three Coursera Courses to Take \(Blog\)](#)
- [Small But Mighty](#) website
- Call!

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More Information

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