

# From “Stuck to Soaring” Masterclass Worksheet

Name

The part(s) of my business that I feel stuck in are:

The part(s) of my business that I want to ‘soar’ in are:

What My Business Growth Audit Results Indicate To Me

# The HerBusiness Growth Zones®

## Planning

The ability to create a plan and then work to it is one of the most fundamental secrets to the success of any project or venture.

It doesn't mean everything always goes to plan 😊, but HAVING a plan gets you a lot closer to the outcomes you want than NOT having a plan.

Notes

## Sales & Marketing

Sales are the lifeblood of your business.

But for many businesses sales can be very “ad hoc” and marketing is very often reactive, rather than proactive – meaning you can be really busy one month and quiet the next, and suffer from a real peak and trough in your cash flow as a result and that can be hugely stressful.

Notes

## Products

When we refer to products we mean products and services. Think about how clearly defined your products or services are in terms of their pricing, packaging and design.

Notes

## Systems

Systems allow us to create predictable results.

When you're working as on solo operator, you can get by with a few simple systems. But as you employ staff and work on bigger projects or sell more products, you need to systemise to be able to scale.

Notes

## People

The People Growth Zone incorporates how you hire people, train them, motivate them and even how you make the decision when it's the right time to grow or shrink your team.

It also relates to your extended team – consultants, designers, copywriters – your bookkeeper – all the people that support you in getting things done and whom you need to lead and motivate.

Notes

## Money

Profitability, revenue, cash flow, budgets, margins. Understanding the language of money is an essential skill for business owners. Having a handle on your numbers means you know when to invest in a new team member, resources, equipment, and software.

Notes

## Technology

Technology refers to all the infrastructure in your business – the hardware, software and other tools you use to grow and manage your business. Technology can be a real game-changer as you grow your business and leverage your own time and energy.

Notes

## You

We believe that the YOU Growth Zone is particularly important for women business owners.

Many of us are so busy with work and family and looking after our team and our clients that we can often be in last place on the list when it comes to getting the input and support we need.

Your business can only expand to the level of expansion you have achieved as a leader and as an individual. We've found this to be true time and time again.

Notes

## My Next Steps

The Growth Zone I want to focus on next is:

My next steps related to this Growth Zone(s) are:

## Additional Notes



The HerBusiness Growth Zones® is a registered trademark of HerBusiness Pty Ltd.  
HerBusiness® is a registered trademark of HerBusiness Pty Ltd.