



The challenges faced and steps required to take an organization through the many transitions required for sustainable success are NOT unique to any one company. Effective leaders recognize that change is needed and anticipate what will be required, and they then design and implement the right path to make the transitions.

Challenge 1

Recognize the market need and develop the product or service to meet the need.
If done well, growth begins and the success creates more challenges.

Challenge 2

Resources become stretched and day-to-day activities speed up. Operational activities required to support day-to-day activities increase with the growth surge.
The company begins to experience GROWING PAINS
Symptoms of the "gap" between required and actual infrastructure emerge.
The organization's infrastructure includes operational support and management systems, enabling the company to function profitably both short term and long term.

Challenge 3

As the company grows, it must make the transition from the spontaneous, ad hoc, free spirited enterprise to a more formally planned, organized and disciplined entity.

Challenge 4

The nature of the organization changes and key leadership must also make some changes: " We got here without many of the new ways of doing things, so why do we need them?" There is no one pattern for successful transition. The key is to recognize that a new stage in the organization's life cycle has been reached and the former mode of operation will no longer be effective.

Challenge 5

Develop and implement a plan to transition the company so the infrastructure meets the needs of the life cycle stage of the company.
The starting point and priorities are different for each company's transition.
As challenges are faced along the path to success, a company must take care of its current customers. At the same time, and of equal importance to customer retention, a company must make plans to have the proper resources to manage future growth.

Typically, leadership has the following choices as growth challenges present themselves.

- Do nothing and keep managing the organization as you have to this point in time.
- Find, recruit and hire new employees with the right skill sets you can afford that will stay with you.
- Find and interview consultants for each project, who understand the requirements, are available to give you exactly what you need, when you need it, and at a price you can afford.
- Find a partner that has already walked in your shoes and been through your current and future situations and is committed to addressing the challenges and solutions it takes to be successful with you.