

OSJ GROWTH PLAN

GROW BEYOND LIMITS

MINDSET

OPERATIONS

RESOURCES

SALES & MARKETING

TECHNOLOGY

FUNDING & REVENUE

COMMUNITY

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INSTRUCTIONS

The OSJ Growth Plan is a quarterly roadmap designed by Our Shared Journeys to support your personal and professional growth by breaking down key focus areas into actionable goals. By focusing on these core sections each quarter, you can build momentum, align your efforts with your larger objectives, and ensure consistent progress across your business or personal endeavors. The plan is divided into seven key areas: Mindset, Operations, Business Resources, Technology, Sales and Marketing, Funding & Revenue, and Community. Below are the steps to complete it effectively, followed by a guide for each section.

Step-by-Step Guide to Completing Your Growth Plan:

1. **Set Clear Goals for Each Section:** Start by reviewing each section of the Growth Plan and defining your top goals for that specific area this quarter. Make sure these goals are achievable and measurable.
2. **Assess Your Current Position:** Take stock of your current situation for each section, including strengths, weaknesses, and what is currently working. This helps provide context for setting realistic goals.
3. **Identify Action Steps:** Determine specific action steps for each section that will help you achieve your set goals. Be sure to break down each goal into smaller, manageable tasks.
4. **Plan for Execution:** Allocate time and resources for each action step. Be realistic about the amount of time each task will take and schedule it into your quarter.
5. **Review and Adjust:** Regularly review your progress throughout the quarter. Adapt the plan as necessary based on results, feedback, and changing priorities.
6. **Assess & Reset:** At the end of each quarter, review each section, assess what worked, and identify areas for improvement. The goal is to continuously iterate, ensuring that each part of your growth journey is moving in the right direction. By addressing each section thoughtfully, you can create a balanced and holistic plan that keeps you focused, accountable, and moving forward toward your larger goals.

Free Growth Plan & Resources: Get growth tips, resources, and a free growth plan at www.oursharedjourneys.org.

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SECTION GUIDES

1. Mindset: Mindset is the foundation for growth. It focuses on the attitudes, beliefs, and mental frameworks that influence how you approach your goals. Considerations: Reflect on areas where you need to cultivate a growth-oriented mindset. What habits, thoughts, or attitudes are limiting your progress? Consider any personal or professional beliefs that you need to shift to achieve success this quarter. Plan specific activities like resting, journaling, mindfulness exercises, or coaching that can nurture a positive and resilient mindset.

2. Operations: Operations deal with the internal processes and systems that support the smooth running of your projects or business. Considerations: Look at your daily operations and identify any inefficiencies. What processes can be improved, documented, or streamlined? Are there recurring issues that need solutions? Set goals for improving workflow, implementing better systems, or training team members to improve efficiency.

3. Business Resources: This section focuses on the tools, information, and resources you need to grow effectively, including financial, educational, and human resources. Considerations: Assess the resources you currently have and those you need to acquire. What knowledge or skills are lacking? Do you need to hire new team members, specialized training, or seek support or mentorship from business support organizations? Set clear objectives to acquire or enhance resources that will move you toward your goals this quarter.

4. Sales and Marketing: Sales and marketing are critical to driving revenue and growing your business. Considerations: Evaluate your current marketing efforts and their effectiveness. Are you reaching your target audience? What can you do to improve customer engagement or increase sales? Set goals related to your marketing strategies, content creation, lead generation, or customer outreach campaigns. Determine which platforms and messages will best convey your value proposition.

5. Technology: This section focuses on the tools and systems that enhance productivity and streamline your processes. Considerations: Think about the technology you are currently using and whether it meets your needs. What new tools or software could help you work more efficiently? Are there any areas where automation could save time? Set goals to either adopt new technology, improve your use of existing tools, or troubleshoot issues that have been hindering your efficiency.

6. Funding & Revenue: Funding & Revenue focuses on the financial planning and management necessary to sustain and grow your business. Considerations: Review your current funding situation. What are your revenue goals, and how can you meet them? What are your current revenue streams? Are my revenue-generating strategies working? What adjustments need to be made? How am I tracking my progress towards my financial goals? Consider whether you need to raise external funding, apply for grants, adjust your budgeting, or adjust your pricing.

7. Community: Community is about building and leveraging relationships that can support your growth, including your network, partners, and target audience. Considerations: Who in your community can help you grow? Are there new relationships you need to form, or existing relationships that you can strengthen? Identify networking opportunities, events, or collaborations that could help you grow this quarter. Set specific goals to connect with individuals or groups that align with your vision.



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PREPARE & PLAN TO GROW

Growth can be challenging, especially when juggling multiple priorities. To foster sustainable growth, it's important to have a clear strategy, an understanding of where your business stands, and a system for evaluating progress. Below are practical tips that can help you create, manage, and maintain growth effectively.

- 1. Prioritization:** Growth involves knowing where to focus your efforts. Effective prioritization ensures that your time and resources are channeled into activities that have the biggest impact.
- 2. What to Start and What to Stop:** Growth requires starting the right initiatives and stopping what no longer works. Evaluating what to start or stop is crucial to making the most out of limited time and resources.
- 3. Balancing Big and Small Goals:** Growth comes from consistently achieving small wins while working toward larger strategic objectives. Balancing both allows for momentum and long-term progress.
- 4. Understand Your Stage of Business Growth:** The strategies and actions needed for growth will vary depending on the current stage of your business. Being clear on where you are helps you avoid unnecessary actions and focus on what matters.
- 5. Build Flexibility into the Plan:** Growth is rarely linear, and the ability to pivot or adjust is key to success.
- 6. Get Support: Delegate, Hire, Ask:** As you grow, you cannot do everything yourself. Delegating effectively is essential for maintaining momentum and avoiding burnout.
- 7. Balance Investments in Operations vs. Growth:** When trying to expand, it's crucial to know how much effort to put into internal operations versus growth activities like marketing and customer acquisition.

Creating, managing, and maintaining growth requires a strategic approach that is adaptive and mindful of the resources available. Prioritization, knowing what to start or stop, balancing different types of goals, understanding the needs of your business stage, and keeping a flexible mindset are all essential elements of a successful growth plan. Consistent progress, achieved through a mix of small wins and long-term actions, will keep you on track and prepared for each stage of business growth.

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7 WAYS TO PRIORITIZE GROWTH

- 1. Prioritization:** Growth involves knowing where to focus your efforts. Effective prioritization ensures that your time and resources are channeled into activities that have the biggest impact.
 - **Assess Impact and Urgency:** Use a simple framework to categorize tasks based on their impact and urgency. Focus on high-impact, high-urgency activities that drive growth. This allows you to minimize distractions from low-priority work.
 - **Align with Long-term Goals:** Prioritize tasks that align directly with your overall goals. Avoid spending too much time on areas that don't contribute to significant growth.
 - **Regular Review:** Reassess priorities regularly. Growth stages change, and so should your focus. Regularly revisit what's important and adjust accordingly.
- 2. What to Start and What to Stop:** Growth requires starting the right initiatives and stopping what no longer works. Evaluating what to start or stop is crucial to making the most out of limited time and resources.
 - **Identify Time Wasters:** Look at your current processes and identify what's not working. Are there routines or tasks that consume time without adding value? These should be minimized or eliminated.
 - **Double Down on Success:** Identify what is working well and consider how you can expand or improve upon those efforts. For instance, if a particular marketing campaign is showing good results, allocate more resources to scale it.
 - **Experiment and Iterate:** Be willing to start new initiatives, especially those that are small in scope and easy to test. Learn quickly from success or failure and either scale or stop accordingly.
- 3. Balancing Big and Small Goals:** Growth comes from consistently achieving small wins while working toward larger strategic objectives. Balancing both allows for momentum and long-term progress.
 - **Break Down Big Goals:** Take a long-term goal and break it into smaller, actionable steps that can be completed in weeks or months. This not only makes progress more achievable but also provides regular motivation.
 - **Quick Wins:** Include small, easy wins as part of your growth strategy. Achieving these small goals provides a sense of accomplishment and can be motivational for the entire team.
 - **Avoid Getting Stuck in Daily Tasks:** While managing day-to-day activities is essential, avoid getting caught up in "firefighting" mode. Make sure you allocate time each week to work on the bigger, strategic tasks that contribute to growth.
- 4. Understand Your Stage of Business Growth:** The strategies and actions needed for growth will vary depending on the current stage of your business. Being clear on where you are helps you avoid unnecessary actions and focus on what matters.
 - **Early Stages:** In the beginning stages, prioritize activities that help validate your business idea and attract early customers. This could include market research, testing your product, and building initial brand awareness. You don't need elaborate internal systems or departments—focus on proving the concept and revenue generation.
 - **Scaling Stage:** As you grow, your focus should shift towards improving operations, building a customer base, and starting to form a small team. You might consider hiring key roles that add specific value, such as a marketing expert, but avoid over-hiring, like bringing in an HR manager when you only have a few employees.
 - **Established Stage:** When your business is more established, look at enhancing efficiency, scaling your processes, and improving the customer experience. At this stage, it may make sense to formalize some functions, such as HR or finance, as they will help streamline growth and avoid operational bottlenecks.

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7 WAYS TO PRIORITIZE GROWTH

5. **Build Flexibility into the Plan:** Growth is rarely linear, and the ability to pivot or adjust is key to success.

- **Monitor Metrics:** Have a set of key performance indicators (KPIs) that show whether you're on track. These metrics provide early warning if growth is not proceeding as planned, allowing you to adjust.
- **Learn and Adapt:** Understand that not everything will work as expected. Being open to change and willing to adapt based on feedback and results helps sustain growth.

6. **Get Support: Delegate, Hire, Ask:** As you grow, you cannot do everything yourself. Delegating effectively is essential for maintaining momentum and avoiding burnout.

- **Outsource Through Contractors:** Hire contractors for specialized tasks that require expertise, such as graphic design, copywriting, or web development. This allows you to delegate without the long-term commitment of full-time staff.
- **Barter Services with Your Network:** Identify areas where you can barter services with trusted individuals in your network. For example, exchange marketing support for IT help. This can be an effective way to access skills and resources without additional financial costs.
- **Use Freelancers for Short-term Projects:** Utilize freelancers for temporary projects or peak periods. Platforms like Upwork or Fiverr can connect you with skilled freelancers to take on tasks efficiently.
- **Delegate Administrative Tasks:** Consider virtual assistants for administrative responsibilities like scheduling, customer support, or managing emails. This allows you to focus on more strategic growth activities.
- **Leverage Your Community of Peers and Mentors:** Reach out to your community of peers or mentors for support, whether it's brainstorming ideas, making valuable connections, or getting feedback on your plans. Engaging with trusted individuals can provide new perspectives and access to resources you might not have on your own.

7. **Balance Investments in Operations vs. Growth:** When trying to expand, it's crucial to know how much effort to put into internal operations versus growth activities like marketing and customer acquisition.

- **Operations:** Improve internal efficiencies by implementing better systems and processes. For instance, if poor systems are leading to delays or low productivity, investing in automation might free up time and help maintain momentum.
- **Growth-Focused Spending:** Direct a portion of your budget toward revenue-generating activities. Be mindful of the balance—scaling too quickly without robust systems in place could lead to inefficiencies that hurt your brand or bottom line.

Creating, managing, and maintaining growth requires a strategic approach that is adaptive and mindful of the resources available. Prioritization, knowing what to start or stop, balancing different types of goals, understanding the needs of your business stage, and keeping a flexible mindset are all essential elements of a successful growth plan. Consistent progress, achieved through a mix of small wins and long-term actions, will keep you on track and prepared for each stage of business growth.