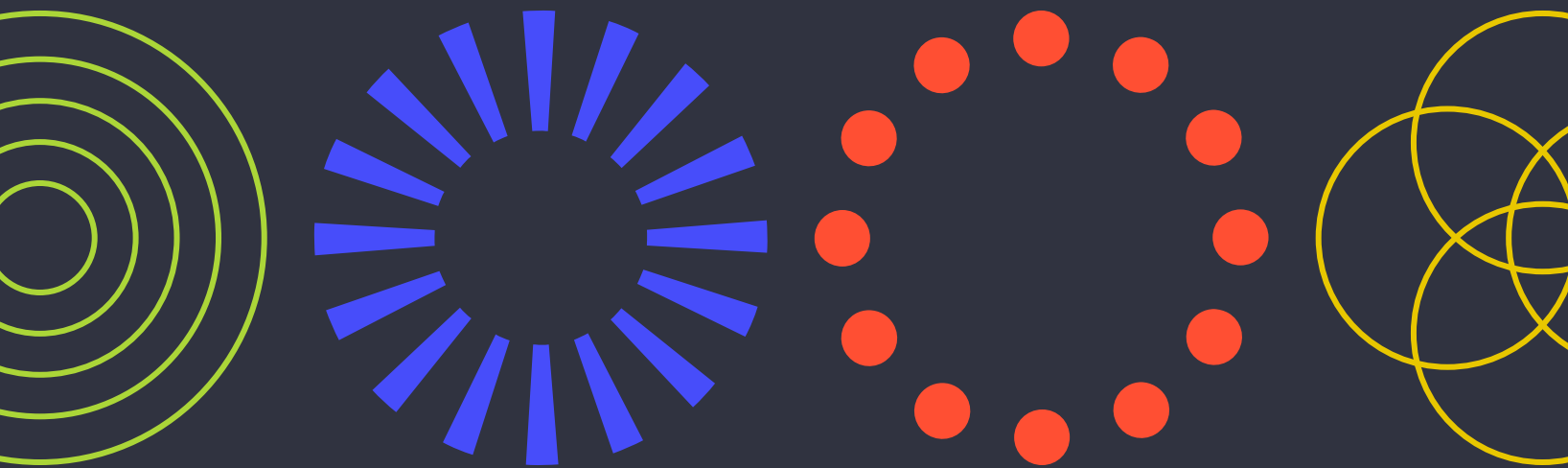


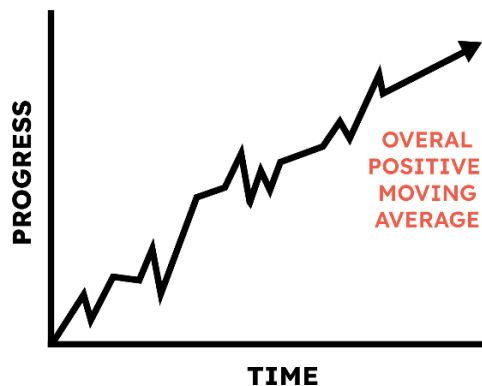
# Business Growth Is Never a Straight Line



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Consistency Should Always Be Measured Over a Period of Time

## What Consistency Actually Looks Like



Success comes from good habits and consistent effort—allowing you to grow and successfully exit your business.

We all know life can be unpredictable, and if we were to measure our success and performance on a daily basis, it would be an emotional and motivational rollercoaster. Every day is different, with its own set of challenges and opportunities. That is why we need to focus on the **moving averages**.

Some days you will be able to achieve a lot towards your vision, other days you could be firefighting and overwhelmed with daily issues. However, when you look back on the previous week, the previous month, the previous year—the question to ask yourself is, have you moved forward? Have you made some progress to achieving your vision? If the answer is yes, then you are travelling in the right direction.

If you look at the graph above, you will see progress is never measured in a straight line. It is impossible for us to be constantly moving in the right direction all of the time. What we do need to measure and be aware of is our overall progress. If you had a really bad day, where you feel you achieved absolutely nothing, please do not beat yourself up over it. There is nothing you can do about it now, and the last thing you want is for what happened today to affect tomorrow. It was just one day and the good news is—tomorrow is a new day, where you can try again. If the same thing happens the next day, yet again, do not beat yourself up. Instead focus on how you have performed over the week or the month. Have



you improved overall? Is the trend moving in the right direction? Focus on implementing any positive changes towards your vision every day, every week, or every year, and look to maintain that positive moving average in all three areas of your life—your business plan, your personal plan, and your financial plan.

In the hustle and bustle of running a business it is very easy to take your eye off the ultimate end goal—successfully exiting your business. Keep focused and do not be afraid to ask for help.

**Would you like to make sure your business is ready for sale? Learn more about how we can assist you. Please contact Cliff at Business By Design for a free confidential phone call to see how we can assist you.**



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