110 The Right Reason to Grow

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/110-the-right-reason-to-grow-2/

The Demand

Before you talk yourself into a second location, check honestly for the Right Reasons to Grow: a system that's actually replicable, a culture that transfers without you physically present, developed leadership ready to run it, and your own readiness to lead from a distance. A business plan is a sales tool, not a strategy — don't confuse the two.

The Work

Check the Right Reasons to Grow before you commit to a second location:

☐ A system that is actually replicable, tested, documented

☐ A culture that transfers without you physically present

☐ Developed leadership ready to run it without you

☐ Your own readiness to lead from a distance

Which of these is currently missing?

Is your business plan a sales tool to convince yourself, or an actual strategy?

If you chose to hold at one location instead, what would going deeper with intention look like?