

# IRIDESCENT IÖEAS™

**Business advice with a different perspective**

## Ten steps to growing a social enterprise

Managing the growth of any business is a challenge, but an exciting one.

This 10 step guide takes a systematic approach to planning for growth.

### 1. Vision

Get your vision right, be ambitious and believe in it. If you don't believe you can achieve your vision then change it. Most importantly be consistent and don't stray from the path you have set yourself.

Think ahead, what do you want your social enterprise to have achieved in 5 – 10 years' time?

- *Setting your vision:* [CLICK](#)

### 2. Passion, drive and ambition

Passion and ambition are very important when growing a business; people who succeed have these in abundance. If you can mix passion and ambition with 'true' drive and determination then you are definitely ready to grow your business.

- *Ask yourself, are you really passionate about what you do and do you have the drive to succeed?*

### 3. Scalability

Make sure your product or service is 'scalable'. If you want to sell more products or sell more of your services you need the systems, capabilities and capacity to do this.

- *What does scalable mean?* [CLICK](#)

### 4. Capacity

Understand your capacity as an individual and the team around you (if you have one). Be realistic about what you can achieve and have a plan to increase capacity that is manageable in terms of finance and business processes/procedures, infrastructure and people.

## 5. Partnerships and networks

Building partnerships and joining networks is a great way to build your social enterprise. Identify who you want to work with and why and don't be afraid to make the approach to build a working relationship.

## 6. Get help

Get support, advice and guidance from people who have skills you lack. Don't be afraid to ask for help and don't forget that everyone gets blinkered and needs support to get back on track from time to time.

## 7. Show me the money

Understand how much the growth of your business is going to cost and plan how you are going to finance the development of your social enterprise?

- *What are your funding options?* [CLICK](#)

## 8. Know your market

Really understand your market. Market research is vital and if you can't do it yourself then get that support in.

- *Why market research is important:* [CLICK](#)

## 9. What's the plan Stan?

You need a plan. The plan doesn't have to be 30 pages long, but adopting a plan that everyone involved in the business agrees with and believes in, is very important.

Ask yourself, how big can your social enterprise be and how ambitious do you want to be?

- *One page business plan:* [CLICK](#)

## 10. Don't be scared to fail and take risks

Don't let the fear of failure stop you achieving your ambition and growing a sustainable and successful social enterprise.

*"The biggest risk is not taking any risk.....the only strategy that is guaranteed to fail is not taking risks."* - Mark Zuckerberg, CEO Facebook

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