CHAPTER 10

LET GROWTH BE EASY

WORKSHEET

Find your biggest growth lever

WHAT IF THIS COULD BE EASY?

Only a few actions really matter when you grow revenue. Find them, focus on them, and everything else gets easier or becomes unnecessary.

Apply the 80/20 principle three layers deep and you find that less than 1% of your actions drive more than 50% of your results.

$(80/20)^1$	20% of actions → 80% of output
$(80/20)^2$	4% → 64%
$(80/20)^3$	0.8% → 51.2%

Three levels of growth levers

LEVEL 1 80/20 principle and your top 3 earners and burners. Quick and dirty.

LEVEL 2 Revenue stress test. Where does your organization break?

LEVEL 3 A full Theory of Constraints analysis, including constraints outside your organization.

Pick the level that fits your maturity. Most companies get their first win at level 1.

LET GROWTH BE EASY WORKSHEET

1) Start with your earners and burners

Earners: processes that generate the most easy revenue	How we double down

Burners: actions that cost us the most revenue	How we spend less on it

Resources won back from the burners, and where I reinvest them in the earners:

2) Perform a revenue stress test

How much revenue can your organization handle before it breaks? Find the bottleneck and calculate its capacity.

Revenue goal	€
Current revenue	€
Bottleneck (team, step or resource)	
Available hours per year at the bottleneck (A)	
Hours per new client at the bottleneck (B)	
New clients the bottleneck can handle (A ÷ B)	
Revenue per new client in year one (C)	€
Capacity: (A ÷ B) × C	€
Gap: goal - current - capacity	€

Book example: 2,400 hours ÷ 4 hours = 600 clients × €2,000 = €1.2M capacity. Goal €4M, current €2M: a €0.8M gap no amount of marketing closes.

The 10X test: what would break if we grew 10X in one day?

3) A full Theory of Constraints analysis

Work through the five focusing steps. A bottleneck is a resource with less capacity than demand. A constraint is whatever limits the organization in reaching its goal, and it can sit outside your company.

Step	My answer
1. Identify the constraint	
2. Decide how to exploit it	
3. Subordinate everything else to that decision	
4. Elevate the constraint	
5. Constraint broken? Back to step 1	

Is the constraint outside my organization? How do I remove my client's constraint so they need more of what I sell?

Buying constraint	How I remove it for the client
Implementation costs	
Lack of internal resources	
Lack of internal knowledge	

Full guide: the Theory of Constraints page in the chapter 10 bonuses.