



APPLICATION GUIDE – February 2020

Two Questions to Grow Your Business

BOTTOM LINE:

Purpose and profit fuel each other. The more purpose you have in your organization, the more growth you'll see.

KEY TAKEAWAYS:

- Purpose matters, especially to the younger generations.
- When you compete on price, eventually your margins get small, but when you compete on purpose, your profits will grow.
- An organization that can combine a really great product with purpose will win the heart of the customer.
- Purpose gives your employees a compelling reason to show up each day.
- If your ultimate goal is just to stay in business, you won't.
- The business is not the hero. The customer is the hero.

Two Questions for Growth

1. What do you want to be known for?
You can't be known for everything, but you need to be known for something.
2. What are you known for?

When what you want to be known for is what you are actually known for, you create a free sales force through word-of-mouth advertising, which creates the healthiest form of growth.

Four Groups You Must Be "For"

When an organization is for these four groups of people, then these four groups will return the favor and be for the organization.

1. The Customer
2. Your Team
3. The Community
4. You

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. After asking yourself and your team the two questions above, did you notice a gap between the two? How can your team shrink the gap?
2. Is your organization FOR the four groups Jeff mentioned? Which groups do you feel you should focus more on?
3. In the episode, Jeff mentions that the best gift you can give your organization is an inspired, ready-to-work, fired-up version of yourself. Is this the version you're bringing to work every day?

REFERENCE:

Know What You're FOR by Jeff Henderson