

Business Stages Where, Why and What



Where You Are, Why It Matters, and What to Do Next
Every business falls into one of five core growth stages—from Launch to Sustainability. This page helps you identify exactly where your company stands on the growth curve today, and more importantly, what’s holding you back from scaling to the next level.

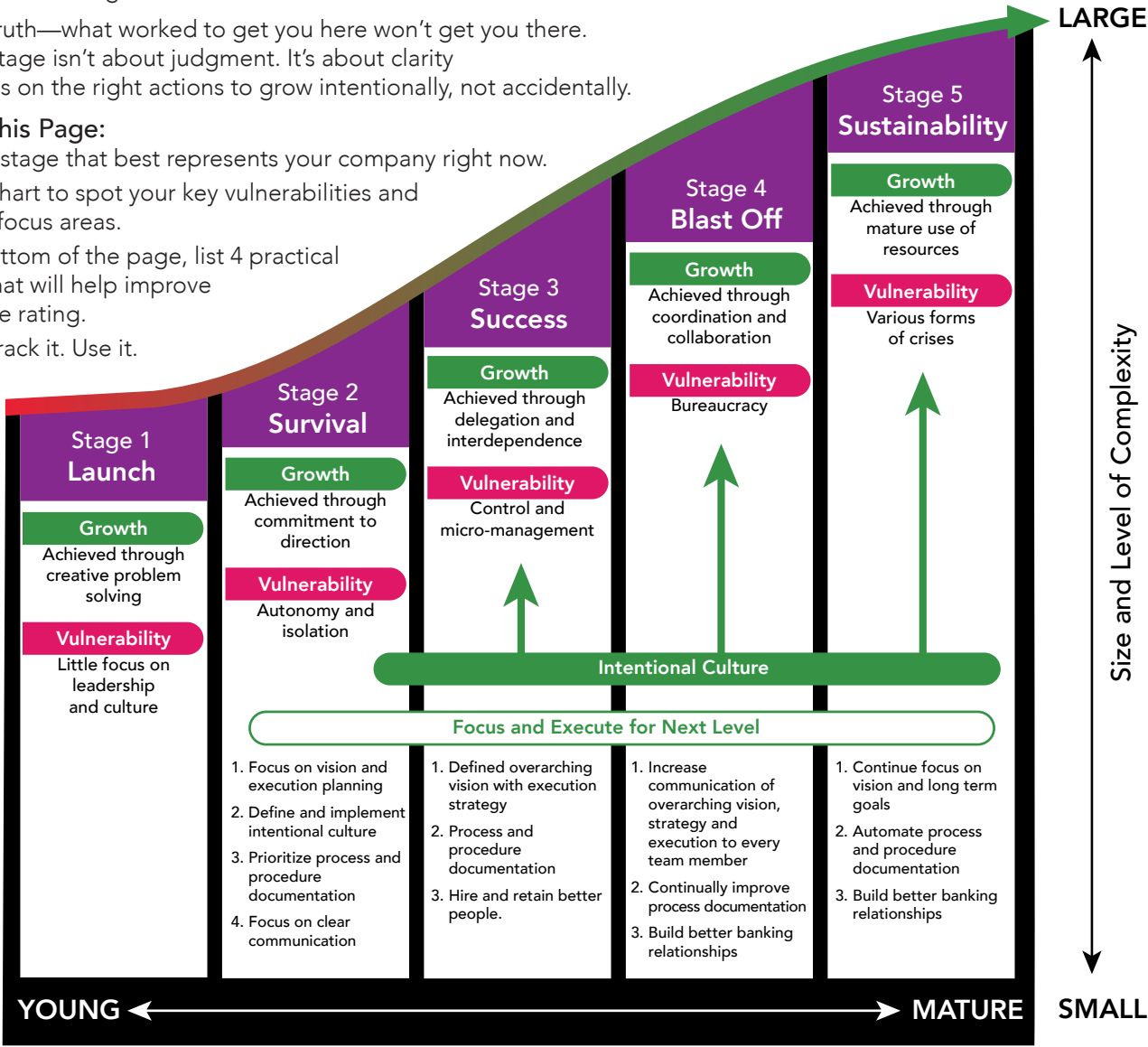
Each stage has its own version of:

- 1. Growth Strategy
- 2. Common Vulnerabilities
- 3. Key Actions for Progress

But here’s the truth—what worked to get you here won’t get you there. Knowing your stage isn’t about judgment. It’s about clarity so you can focus on the right actions to grow intentionally, not accidentally.

How to Use This Page:

- 1. Mark the stage that best represents your company right now.
- 2. Use the chart to spot your key vulnerabilities and required focus areas.
- 3. At the bottom of the page, list 4 practical actions that will help improve your stage rating.
- 4. Date it. Track it. Use it.



Stage of Your Business:

List 4 actions to improve your Stage Rating and goal date. Date

1	
2	
3	
4	