

7 Growth Strategies Sure to Spur Fresh Success

Growth. All businesses and professionals should desire it and most certainly need it. But achieving and sustaining growth in today's uber-complex environment—whether corporate, entrepreneurial or personal career growth—takes multifaceted vision, ingenuity and agility. Indeed, a lack of growth in business speaks volumes. It says a business or individual hasn't fruitfully evolved in its own lifecycle (or career cycle), hasn't kept pace with industry trends, that increased profitability isn't being prioritized (or valued) ... or all of the above. Even when all of these things are successfully realized, there's still quite a macro fight to be had as one endeavours to advance.

For companies, economic indicators are a useful benchmark which often portray how ominous or encouraging the growth opportunity landscape may be. For example, according to intel from The Conference Board's Economic Forecast for the U.S. Economy, GDP data shows that "... growth slowed in the final quarter of the year [2018]," and that, "during 2019, expect growth to slow further, as effects from fiscal stimulus measures wane ..." Such intel can put things into perspective and prompt businesses to pivot on activities and expectations for the period.

But even as businesses at large strive to thrive, so too must the individual professionals that drive them. At the end of the day, a business' success, or lack thereof, is a direct reflection of the people therein—from ownership and management to frontline and support staff and everyone betwixt and between.

For some insight-oriented motivation, here's a glimpse at how some business owners and professionals are growing their businesses and capitalizing on opportunities in their respective industries while promoting professional self-development.

#1 - Embrace Your Uniqueness, Don't Try to Blend In

Whether with respect to a company's offerings, approach or image—or to staffers, themselves—uniqueness and authenticity can be key in attracting and entrenching customers. Sure, it's easy to "play

it safe" and still turn a profit, but to fully achieve breakthrough goals and hit seemingly impossible targets requires taking risks—true, and even unconventional, sincerity among them. Harvard-trained lawyer Chinwe Esimai, the first African to secure a global executive role at one of the world's largest banks, encourages individuals to embrace "shining in their own lanes," even in corporate America. By not downplaying her efforts or her Nigerian-born immigrant background and by

staying true to her uniqueness, Esimai achieved extraordinary success with a banking industry leader.

#2 - Increase the Value of Your Brand

For companies, your brand isn't your brand until you've legally maximized all of your resources. This is according to patent lawyer JiNan Glasgow George, who underscores that, for multi-billion-dollar companies like Apple or Nike, their trademark, logo and patent is what they focus on to drive



value. George, who helps small businesses understand the power behind copyrighted brands, explains that intellectual properties (IP) provide protection against other companies from “borrowing” your ideas while also solidifying the uniqueness of your brand.

When it comes to one’s personal trademark, Karen Leland, author of “The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand,” suggests developing your brand by design, not default. “Know precisely where you are so you can discern where you need to go,” she says. “Every business person, from secretary to CEO, needs to start by assessing the personal brand they currently have and be truthful about the degree to which it exists by design—or default. Then they need to take stock of the impact that current brand is having. Is your brand producing the reputation you desire? What is it about what you do, or how you do it, that makes you unique, 20 distinct and special? What sets you apart? Positioning yourself by specifically articulating how your brand speaks to the needs of your audience, coupled with the unique way you address those needs, is critical to creating an effective personal brand. And the more specific you can be, the better.”

#3 - Double Down on Failure

Many in business are understandably discouraged after taking a loss, let alone experiencing a series of losses or rejections. However, with a fresh point-of-view on failure you just might be able to turn those setbacks into growth springboards. In fact, in his book, WTF?! (Willing to Fail) Brian Scudamore (founder and CEO of 1-800-GOT-JUNK?), explores the notion of “failing upward” and, in the process, “using setbacks to change your business for the better.” He asserts that “being an entrepreneur means letting go of fear,” and I contend that all aspiring professionals (not just entrepreneurs) should embrace this paradigm.

Speaker and business guru Anthony Russo was able to wrangle his fear and rejection worries—to an extent that he built a seven-figure business in less than 18 months. Russo achieved this remarkable revenue benchmark by “doubling down” that, as he puts it, “is the art of leveraging failure to accelerate success.” By this, he means absorbing everything he passively learned from each prior failure and proactively learned about each situation by seeking and researching new tactics and trying again. While Russo concedes that failure is a significant part of nearly any business process, especially relating to company ownership, he urges that powering through can lead to success that may not just meet, but exceed, original expectations.



This is the first three out of seven Strategies Sure to Spur Fresh Success. We will be bringing you more strategies next month, so stick around and find out what she recommends you do to jump start your success!

About the Author: As the Executive Editor and Producer of “The Luxe List,” Merilee Kern is an internationally-regarded brand analyst, strategist and futurist. As a prolific branding and marketplace trends pundit, Merilee spotlights noteworthy industry innovators, change makers, movers and shakers. Experts, brands, products, services, destinations and events across all categories are spotlighted in her exclusive cross-media platform that reaches multi-millions each month through several syndication channels: print and online publications as well as broadcast TV and terrestrial radio. Connect with her at www.TheLuxeList.com / Instagram www.instagram.com/LuxeListReviews / Twitter www.twitter.com/LuxeListEditor / Facebook www.facebook.com/TheLuxeList / LinkedIn www.linkedin.com/in/MerileeKern

