

The Greenhouse Proven Process

THE 3 MACRO STAGES OF BUSINESS:

In every business, there are three defined stages for you as an owner that typically last multiple years each: Startup, Growth/Scaling and Exit/Succession. Each one of them is uniquely challenging for you with varying issues, struggles and needs at varying points in time.

For example, in the Startup stage, your business is focusing on validating its product or service or on acquiring its first customers. In the Growth/Scaling stage, your business focuses on increasing its sales and expanding its offerings or growing into new markets. In the Exit/Succession stage, you're focused on selling or transitioning to new ownership.

At The Greenhouse, our team helps you and your business execute and grow to that next stage through coaching, consulting and training, no matter where you're at in the life cycle of your business.

GROWTH THROUGH MICRO STAGES:

As your organization progresses through the three macro stages over time, you have issues and challenges to overcome that may last anywhere from a few days to multiple years. During each of these phases, your business is focused on staying on track toward specific goals and objectives. The ability of your organization to successfully navigate the challenges within these goals along the way is essential for the long-term health and success of your business.

Through The Greenhouse Proven Process, we help coach, guide and mentor you through these shorter-term challenges, helping you solve issues and make incremental progress over time in order to execute and break through the ceiling to keep you moving forward toward your ultimate vision and long-term goals.



- DIG** Discovery
Intentionality
Goals
- SOW** Standards
Onboarding
Work Begins
- TEND** Track
Engage
Nurture
DIG

