CONTENTS

| Acknowledgments | | ix |
|-----------------|--|-----|
| I | The Roadmap to Smart Growth | I |
| PAF | RT 1: WHETHER TO GROW | |
| 2 | The "Truth" About Growth | 21 |
| 3 | Preconditions to Growth | 45 |
| PAF | RT II: HOW TO GROW | |
| 4 | The Four Ps: Planning, Prioritization, Processes, and Pace | 69 |
| 5 | The Four Ways to Grow Your Business | 101 |
| 6 | Creating Three Growth Plans | 132 |
| PΑF | RT III: GROWTH REQUIRES THE RIGHT | |
| | LEADERSHIP, CULTURE, AND PEOPLE | |
| 7 | Growth Is Much More Than a Strategy | 155 |
| 8 | The Entrepreneur Must Grow, Too! | 184 |

viii contents

| 9 | The Silver Bullet: Highly Engaged Employees | 210 |
|--------------------------------|---|------|
| 10 | Building an Effective Management Team | 239 |
| Reminders for the Entrepreneur | | 265 |
| Notes | | 267 |
| Bibliography | | 275 |
| Recommended Reading | | 279 |
| Index | | 2.83 |