

Preface

With *The Physics of Business Growth* we invite you to explore a nuanced and dynamic way to think about business growth and how it occurs. Many businesspeople think that the most critical element needed to grow a business is the right strategy. Our research and consulting experience has led us to conclude that the right strategy is not enough. To consistently grow you need much more. The “much more” is what this book is about.

The Physics of Business Growth presents a new formula for growth:

$$\text{Growth} = \text{Mindsets} + \text{System} + \text{Processes}$$

This Growth Formula is additive: consistent growth requires all three elements. Growth requires much more than a good strategy—it requires employees, managers, and leaders to have the right Growth Mindsets, the business to have the right growth environment created by an enabling internal Growth System, and the utilization of the right Growth Processes, which build upon strategic themes.

The second objective of this book is to engage you in learning and thinking deeply about Growth Mindsets, an internal Growth System, and Growth Processes. To engage you we will share with you our research and consulting findings through stories, cases, templates, and multiple tools that you can use in your business. Although almost all businesses strive to grow, our research shows that consistent business growth is the exception not the rule. We will share our learning from growth leaders and from exceptional, consistent growth companies. We strived to make this book a how-to book by presenting you not only with concepts and examples but also with tools to implement our findings.

Our third objective is to inspire you to think differently about growth and to act differently. Growth is not a linear process; rather, it is a continuous, iterative, proactive learning process involving critical inquiry, discovery,

and experimentation mindsets, behaviors, and processes. It requires leaders of project teams, operating business units, and companies to think and behave in a manner that encourages Growth Mindsets and growth behaviors. Discovering, recognizing, and exploring growth opportunities requires a different way of thinking (mindset), different processes, and different organizational tolerances for risk and failures from those necessary for daily, 99-percent-defect-free business execution.

So, we invite you to join us in the exploration of *The Physics of Business Growth*.

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