

Reduce costs and improve reputation

Reputation is so important when scaling. It means your customers are saying good things about you and will come back for more. Here are some practices that can reduce costs while improving your reputation.

Outsource functions that aren't at the core of your business

Look at the different roles in your business and identify which ones might not be essential. For example, you could consider outsourcing your HR, so you won't need a large HR team. This could reduce your costs.

Reduce costs through negotiation

As your business grows, you gain leverage with suppliers. Chat to them about bulk discounts or better payment terms.

Maintain quality and customer satisfaction

Even as you grow, make sure the quality of your product or service doesn't slip. Regularly collect feedback from customers and use it to make improvements.



Measuring impact and communicating it to stakeholders

KPIs to track success

Measure revenue growth to make sure you're on track, and track your Net Promoter Score (NPS) to get an idea of how satisfied your customers are.

Track employee engagement to see how scaling your business is impacting your staff.

Transparent communications

Keep stakeholders updated with regular reports on growth metrics and challenges.

Investors and board members appreciate clear updates on your business.

Corporate Social Responsibility (CSR)

Make CSR efforts that resonate with your customers and stakeholders.

You could support a local charity, or adopt environmentally friendly practices. For example, donating used computer equipment to local schools.