

Managing the Stages of your Small Business – ATA Webinar May 9, 2019

Criteria	Establishment	Survival	Success	Take-off	Maturity
<b>Source of business</b>	1-3 accounts	4-5 accounts	6-10 accounts	10-20 accounts	Broad client base
<b>Business volume</b>	Intermittent	Feast and famine	Steady flow	Overwhelming	Carefully managed
<b>Selectivity/ autonomy</b>	Take any project you can get	Any project in certain fields	Projects in field(s) of specialization	Select projects in field(s) of specialization	Sets terms for projects
<b>Output</b>	Unpredictable	More measured	Steady output	Quality over quantity	High quality, smaller output
<b>Time aspects</b>	Hurry up and wait	Defined availability	Extended hours	Set hours + breaks	Desire to spend less time working
<b>Planning horizon</b>	3-6 months	9-12 months	Over 1 year	2-5 years	5-10 years
<b>Investment in business</b>	Mostly short-term	Some smaller investments (tools etc.)	Tool upgrades, equipment	Keeping up with technology can be a challenge	Simplification Ergonomic concerns
<b>ATA benefits</b>	Newsletters, forums, Savvy Newcomer	Divisions, presentations, networking	Conference contacts + learning	Sharing/collaboration, peers,	Mentoring, teaching, leadership
<b>Helpful focus</b>	Establish business and work <b>routines</b>	Make <b>decisions</b> about the services you offer	<b>Delegate</b> tasks that interfere with business	<b>Coordinate</b> with colleagues, customers, negotiate deadlines	<b>Collaborate</b> with others to gain time