

SCALING *without* BREAKING

The 10 things I learned in building a \$100m business

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The Masterclass Principles to Scaling without Breaking

1. First Ask Why
2. Like Begets Like
3. Have Something Worth Sharing
4. Beware the Growth Mirage
5. Embrace the Spin Cycle of Change
6. Build Yourself Below the Waterline
7. Don't Outsource Vision
8. Systemise the Routine, Humanise the Exceptions
9. Sacrifice is a Scaling Strategy
10. Celebrate Small Wins LOUDLY

Pick **3 principles** that resonate. Write them down. Meditate on them. Socialise the challenges surrounding it with team members, family, & mentors.

Do something about it.

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