

## Are You Going through Growing Pains? Learn How to Effectively Grow and Scale Your Firm, Avoiding the Pitfalls.

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**The challenge of moving from innovation to scale has confounded and frustrated even the most nimble startups.** Learn how to effectively grow and scale your firm, avoid the most common pitfalls and ensure that your leadership team is empowered and equipped for the changes and challenges to come.

A founder that is scaling a business cannot afford to be blind to issues that pop up. Growth, especially if it happens quickly, takes almost everyone out of their comfort zone. There are bound to be personnel, personality and product issues along the way -- just to name just a few. Don't convince yourself that things will work out naturally, that they are OK when they're not, and don't allow yourself to believe that things can't change for the better.

As a leader, learn how to identify issues early, be prepared to confront issues head on and avoid long-term damage to your company.

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### DISCUSSION POINTS:

- > How did you learn about some of the issues that you were blind to as your business was initially growing and scaling?
- > What are some of the issues you were initially blind to as your business was growing and scaling?
- > How did you address some of those issues?
- > What processes have you put in place to be sure that you are confronting issues head on?
- > What systems have you put in place to identify early warning signs, or early red flags?



**BRUCE BALLENGEE** Bruce serves as Founder and CEO of Pariveda Solutions, a leading management consulting firm providing strategic consulting, leadership and organizational sciences, and meaningful technology solutions. With an unwavering commitment to growing people towards their highest potential, Pariveda creatively solves complex, ambiguous business problems with clients.

Bruce is sought out by leaders in the community for both his deep technical expertise and business acumen, and he actively serves on the Boards of Directors of several companies and industry-leading organizations. Bruce has held transformational leadership positions in consulting, software and telecommunications industries in both large and small organizations -- including CEO, COO, CFO and CTO.

### FROM COLLECTIVE 54

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