

Ready to Successfully Guide Your Company through Cycles of Rapid Growth and Organizational Change? Learn How to Handle Rapid Growth.

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Handling rapid growth is no easy task. If you are not properly prepared for the big changes, your operations can easily spiral out of control and turn your dreams into nightmares. The challenges of rapid growth are very real and must be handled with caution. Learn how to handle the extremely volatile environment of the rapid growth stage of a company's lifecycle.

Your business is booming. Sales are up and profits have never been higher. Those greener pastures you have been tirelessly working towards are finally starting to come into view. The rapid growth stage is one of the most exciting times for any company- but, it can be an extremely volatile environment as well. When it's time to make big decisions that determine your future, you need to be adequately prepared and financed.

Learn how to effectively face with challenging decisions that require adaptability and be an effective leader that inspires everyone else.

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DISCUSSION POINTS:

- > How have you welcomed a potential change when making a crucial decision and tried to ensure that you prioritized being nimble and agile?
- > How have you been able to improve your ability to adjust your business and test different strategies during cycles of rapid growth?
- > How have you encouraged your employees to provide innovative ideas to keep growth moving smoothly?
- > How have you continued to focus on the shared vision of the company's future while you've managed rapid growth and organizational change?



PETE LERMA serves as the principal and owner of Richards/Lerma, a full-service branding, creative and interactive agency dedicated to crafting insightful, relevant communications for the Hispanic market. Richards/Lerma believes the most effective ad campaigns are those that align with Latino values, so aspirations and passion points and must be real, relevant and void of any cultural stereotypes. Pete leads a team of

70 seasoned Hispanic marketing experts that make up Richards/Lerma with offices in Dallas and Mexico City. Richards/Lerma's ideas are rooted in a strong, deep understanding of the Hispanic market and designed to create a unique, enduring bond between consumer and brand. A few of the brands the agency leads include Avocados from Mexico, Dr Pepper, Metro by T-Mobile, The Home Depot and Southwest Airlines. The Richards Group is the largest independent branding agency in the nation, with a staff of over 600 and annual billings above \$1 billion.

FROM COLLECTIVE 54

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