

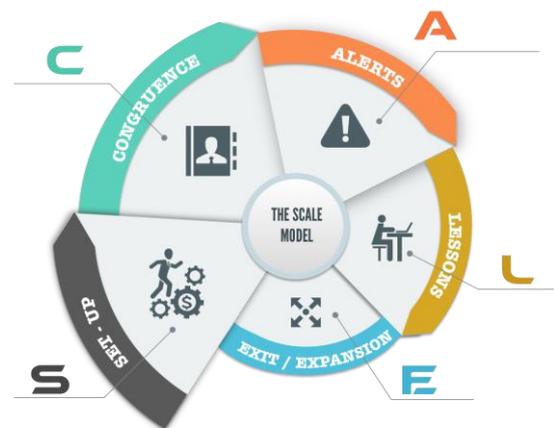
# SCALE by Martin Norbury

## How to Scale your business

My SCALE™ model has been developed for business owners who are VERY serious and committed to growth. With years of experience managing significant P&L's and multi-million pound revenue streams, I work with owners in translating “big business” thinking and applying it to small and medium-sized businesses.

Right now, so many business owners are stuck IN or ON their business. They're running so hard and fast because they don't have clear goals, don't have the right systems or people in place, and have no measures in place to alert them when something isn't working. SCALE enables owners to 'sack themselves' through transforming their business to make it more valuable, more fun and even saleable.

THE SCALE MODEL™



**SCALE** is made up of five key elements that a company needs to successfully position their business to rapidly grow without relying on the owner. The programme looks at:

- **Set-up:** you need to start with the end in mind and ultimately the end score so that you can measure the results.
- **Congruence:** do you have clarity and the right teams, systems, formation and processes in place?
- **Alerts:** the “business” needs to tell us if it is not working – it's too late to change things at the end.
- **Lessons Learned:** you need to identify what, how, why in order to work out the measures of the activity and the end result
- **Expansion / Exit:** is all about focussing on the strategies to expand or exit.

SCALE forms part of ADVOCATE - a fresh, innovative and new approach to the principles of the Non-Executive Director. The concept of having at least one independent view in the boardroom of all growing SME's to improve decision making and reduce risk is one of the most valuable advances a company can make.

For more information on ADVOCATE please visit [www.martinjnorbury.co.uk](http://www.martinjnorbury.co.uk). To find out more about how SCALE can help your business significantly grow, please drop a line to [jacki@scalemybusiness.co.uk](mailto:jacki@scalemybusiness.co.uk) quoting ref. KL14.

### About Martin:

*“Martin Norbury is the real deal. If you get the chance to spend time or work with Martin, then I'd urge you to grab it with both hands. He's quite a guy.....”* - Nigel Botterill, UK Leading Entrepreneur and author of UK's best-selling business book 2011

Entrepreneur, former CEO, Author and The Scalability Coach™, Martin's varied clients say he helps them focus on their business improvement through: people development (mentoring and coaching), business growth strategies, Non-Executive Director support for SMEs, and effective personal management.

**Martin's other achievements include:**

- Business Growth Advisor of the Year 2012 – Entrepreneurs Circle
- National Entrepreneur of the Month (June 2013)
- Founder of Goals Club & Last Friday Club
- Founder of 48 Club – an exclusive private alliance of high-powered, energetic entrepreneurs
- Active member of various Mastermind Groups
- Registered & approved GrowthAccelerator Coach
- Mixologist (trained by the man who trained Tom Cruise in Cocktail!!)
- From the age of 6 to 15, Martin competed in major Ballroom & Latin American Championships