How to Turn Your Company into a Bonsai Business with Jim Shulman

with Jim Shulman · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Business coach Jim Shulman defines a Bonsai business as one that stays small but keeps its people, clients and offers as close to perfect as possible.

- [ ] Ask yourself whether your own experience tells you that you don't want to scale.
- [ ] Decide which matters more to you: control or size.
- [ ] Review your support staff and keep only the people who really get you and work effectively.
- [ ] List your clients and let go of the ones who aren't ideal.
- [ ] Cut products and services that aren't both ethical and high-margin.
- [ ] Check in on staff, clients and offers regularly and make small course corrections.
- [ ] Before you hire, ask whether the person complements your skills and understands how you work.
- [ ] If you're under pressure to scale for a big sale, talk to a financial planner about investing your profit instead.
- [ ] Sync your calendars and use talk-to-text instead of sticky notes.
- [ ] Get outside advisers, such as a business coach, a work-life balance coach and a financial advisor.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/bonsai-business-jim-shulman/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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