

The importance of intentional growth

PAUL JARVIS

**Growth for the sake of
growth is the ideology of
the cancer cell**

EDWARD ABBEY, 1978

A few stats on unintentional growth

- 74% of businesses fail because they scale up too quickly (Startup Genome Project)
- 67% of the Inc. 5,000 went out of business 5-8 years after making that list (Kauffman Foundation)

**Growth always makes
sense... until it doesn't**

**What type of business
do we want to run?**

How to determine when intentional growth makes sense

- What is enough?
- How will we know when we've reached it?
- What will change if we do?

**Not all business goals
are created equal**

**How can we set realistic and
well-intentioned goals
around what we really need?**

**Our own version of success
can be different from what
we read on TechCrunch**

**The point isn't to never
grow, it's to only grow
when it makes sense**

**If we're intentional about our
growth, we can build a business
we actually enjoy running**

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