

MODERN GROWTH THAT MATTERS



A Jump-Start Guide to Growth
for Founders & Executives

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Your growth can be a given, even in an economic downturn.

As a Modern leader, you're at a crossroads.

Everywhere you look, there's doom and gloom.

Personal, professional and business growth has changed for good.

If you don't know where to go from here, don't worry.

We're here to guide your journey toward growth in the modern era.

Because, yes, the future has changed — for good.

The only question is:

Is it going to be for your good, too?

WELCOME TO The Modern Growth Era

Leaders: Your time has come.

There's a new way to lead better, build better, network better — and grow better.

A new era has come, and with it a seismic shift of perspective: The once-popular rules of the road in business, personal and network growth have hit a dead-end.

Sales teams are struggling. Leaders are struggling. Layoffs are happening. The Era of Growth-at-all-Costs ended up costing everyone more than they bargained for. Way more.

It's time to pay the piper.... Or is it?

Could it be that you were being sold a 'Grow Quick' scheme that never worked — except for the elite few?

If you are reading this, it means that while you are tired of the schemes and scams that promise endless growth at the sake of your soul, you are awake to the possibility that you can HAVE IT ALL.

You CAN have attainable business growth, personal growth and network growth in a way that meets the Modern Marketplace where it's at.

If you think you're tired of all the BS Growth gurus preaching outdated methods, then know this:

So are your prospective clients, customers and partners.

In fact, there's a modern way to grow your business, your personal leadership AND your network by journeying alongside us into the THE MODERN GROWTH GUIDE for Founders & Executives.

While the traditional model for the Outdated Leader has you following unsustainable rules, the

most successful Leaders we've worked with have abandoned their predecessors' well-worn road to forge a new path altogether.

They are following a Modern Growth Playbook that actually works. A playbook that leads to Growth that Matters.

So, now's your chance to break all the rules you hated anyway, and forge your path to a promising future despite the headwinds.

All with simple rules and tips on the New Rules to GROW your:

- Business
- Leadership
- Network

With massive results.
Ready? Let's dive in.

Inside, we will answer the questions:

- ✓ What kind of growth is realistic given the current and future macroeconomic conditions?
- ✓ What are the areas leaders need to either assess for leaks or reassess for focus to come out on top in a marketplace primed to sift the winners from the losers?

section 1

MODERN BUSINESS GROWTH

If we've learned anything in the last few years, it's that the key to business growth has changed. The workforce has changed.

You, as a leader, have changed.

Most of all, growing in the Modern Era has changed. Whether you believe it has changed for the better or worse, the fact remains:

Healthy business growth isn't a nice-to-have idea saved for penny-pinching leaders.

No.

It's the key to unlocking exponential growth that LASTS, that compounds and that rewards those savvy leaders seeking to play the long game even in the uncertain short term.

Let's dig into the modern growth equations you truly need to drive the growth you truly want as we compare the Outdated Leader with the Modern Leader.

“If you think you're tired of all the BS growth gurus preaching outdated methods, then know this:

So are your prospective clients, customers and partners.

1. QUALITY > QUANTITY

Instead of focusing on MORE at the expense of time, energy and resources, you must begin focusing on QUALITY.

THEN

You could create cheap and easy products or services as a way to create traction or attention. The market was less sophisticated. Less interconnected. No real issues being solved. Noise creation. Nice-to-have.

NOW

You are creating a quality product or service that makes the market FEEL and THINK something very specific. You are solving problems for your savvy consumer. You are connecting the dots and answering the question, “What problem are you solving?”

This is a must-have now. You, your product or service simply cannot be a nice-to-have option anymore. Brands infusing storytelling are going to win as they connect the dots and your solution simultaneously. Cheap won't win. MORE for more's sake won't win. You need a focus on QUALITY to grow. Because more of even a moderately good thing leads to bloated growth that distracts from your goals more than it attracts growth.

Quick tip: Get back to basics. Quality > everything.

2. RETENTION > ACQUISITION

Like pushing out new products that aren't needed, maximizing profits doesn't always mean gobbling up new customers or clients. In fact, at its heart, growth means more revenue, which is something you can achieve by retaining your current ones.

THEN

Growth-at-all-costs mindset.

No matter the toll it takes on your bottom line or team, you will do whatever it takes to gain new clients, logos or customers. Once you close one, you move onto the next, and the next, and the next. It never ends.

NOW

Service-at-all-costs mindset.

The new way to healthy growth means serving your existing customers and clients so well, you not only retain their business, but are the obvious choice when it comes time to renew, upsell or even cross sell.

You are as much entrenched in providing an incredible the entire customer journey vs just simply the customer acquisition process.

Quick tip: Provide an exceptional customer/client experience and overall journey.

3. TRANSPARENCY > SECRECY

Keeping your secret sauce... well, secret ... was the only way you could ensure growth while staying off competition. While Outdated Leaders were busy keeping things under lock-and-key, the business world and its commitment to growth transparency changed around them. Enter the Modern Era.

THEN

You keep everything close to your chest. Information is only saved for the elite few. Gated content and gated thinking led the way. Safety-at-all-costs meant hiding-at-all-costs.

NOW

You're an open book: Where your supplies come from and how. How you are working around the globe, and what type of impact you are generating. Your brand is synonymous with authenticity. You are sharing your values as much as you are sharing your books. Transparency is a valuable token that all stakeholders respect: clients, employees, shareholders.

The Cost of Secrecy

As an HBR article by David Burkus highlights, two recent studies reinforce the notion that "not only does pay secrecy put a damper on individual performance, but also that revealing pay information can actually increase performance, especially among top performers." Transparency wins.

Why Keeping Salaries a Secret May Hurt Your Company, HBR

4. EMPLOYEE RELATIONSHIP > EMPLOYEE AS TRANSACTIONS

Whether you are employing contractors or W2, freelancers or part-time employees, workers want growth as much as they want to fuel the growth of the businesses they work with and for.

THEN

A few hold the power. The ruling majority keeps the underpaid and underserved minority under close wraps and fuels a culture of hostility and secrecy. There is nothing but work in your life, nor in the lives of your team members.

NOW

Modern Leaders are now listening to their employees and allowing them to work in ways that fuels THEIR growth as much as the business'. They work to build more horizontal vs. vertical relationships.

Trust > suspicion is the hallmark of the Executive-led, modern workforce. And that workforce? Well, it's made up of people who have families and lives outside of work, too. Balance isn't simply an illusion; it's a reality for the modern Leader and the people who choose to work with them.

Quick Tip: Empower your people then let them soar.

section 2

MODERN PERSONAL GROWTH

As an Executive Leader, you are the cap to your business' growth. You simply can't WILL it to grow or WISH it to grow. You are going to have to put in the work... Daily.

Yet, when you focus on your growth as a human and a leader first (and Executive or Founder second), you'll find that is actually the key to unlocking exponential growth from everything and everyone around you.

Simply put, the Modern Leader knows leadership growth is NOT just business.

No. It's personal.

Here's how you get there.



The Modern Leader knows leadership growth is NOT just business.

It's also personal.

1. MENTAL GROWTH

Personal development is less about focusing on more of everything, and more about achieving more of the right things. In order to grow holistically as a human, you have to do less as a leader.

THEN

You strongly believe burnout is a fallacy. Mental health awareness is non-existent, and something you'll get around to later.

NOW

The Modern Leader knows that for your business to perform well, leaders need to perform well first. This means focusing on the fewer, yet deeper, daily habits that lead to personal growth as an individual.

Whether outsourcing or delegating, you know decision fatigue is real, so you limit your decisions to the FEW things and the BIG things that get meaningful results. External AND internal.

You support your team to avoid fatigue on them, too. It's all about understanding that systems matter, not just the individuals.

Quick Tip: Ask yourself, "Do I need to ditch, delegate or dive into this?"

2. SOCIAL GROWTH

There's no other way to put it: Instead of acquiring NEW skills in the healthy growth phase, it's more about diving deep to retain and refine the skills you currently have as a leader.

THEN

More masterminds. More coaching programs. More personality assessments. More workshops. More, more, more. New, new, new. Next, next, next.

NOW

You stick with one program and see it through. One mastermind. One coach. One assessment. One workshop. Be accountable to the few things, yet the deeper things, to become a better thing: The better (and perhaps best) version of you as a leader — and human.



3. EMOTIONAL GROWTH

Your life and faults are something to be kept closed up and locked away. Personal growth isn't about the past after all; it's about the future. Right?

THEN

There's such a thing as too much feeling. After all, if you acknowledge past missteps or present emotions, they can hurt you in the future.

NOW

Vulnerability and transparency aren't just cliché terms thrown around. No.

The Modern Leader knows in order to grow, you can't grow alone.

You know that hiring a counselor or therapist to dive deep into what is keeping you from being a better version of yourself — leads to the best version of you there is.

Quick Tip: Invest in a guide, whether it's a business coach, professional mentor or personal therapist.

4. PHYSICAL GROWTH

Your relationship with your physical self isn't vanity. In fact, for leaders looking to maximize their business in the present and their legacy in the future — maximizing your attention to your physical body is a must. After all, for your strategic mind to work properly, you have to listen strategically to what your body is saying, too.

THEN

'I'll sleep when I'm dead.' Late hours means less sleep, more junk food, and less movement. After all, when you're building an empire, who's got time to build a healthy temple?!

NOW

The Modern Leader knows there's no such thing as healthy growth without physical wellness. This means adequate rest physically, eating (realistically) nutritiously and moving adequately. After all, rest days aren't just for the sick — they are also for those seeking to be well.



For your strategic mind to work properly, you have to listen strategically to what your body is saying, too.

section 3

MODERN NETWORKING GROWTH

‘Your network is your net worth.’ Sigh. We’ve all heard that one, haven’t we?

Here’s the thing: That’s a decidedly YOU kind of statement, isn’t it, leader? It’s basically saying: “I need to connect only with those who can give me something because one day, I’ll need to use these relationships.”

It’s no wonder stuffy networking events and clubs are on the ‘outs.’

If the COVID Era taught us anything as leaders and executives, it’s this:

When you use your network to grow others’ net worth, that’s when the magic REALLY happens. That’s when growth really happens.

Especially when you leverage and utilize social media like LinkedIn to tell your story and create affinity.

That’s when you begin to build a successful community and your business, both on social media — and off it, too.

1. GIVE > TAKE

When you come to LinkedIn to give back and give others a peek into who you are, what you stand for and how you think, you end up getting so much more than you could have ever imagined.

THEN

Networking is all about what's in it for you. You attend networking events and join business groups only as far as it can help you meet your financial goals. Self-centered connections matter because it's all about how others are there to further your career and business goals.

You assume everyone is ready to buy from you the minute you show up with your incredible product and offer.

NOW

You know building a vast network starts with what you can give, not take.

So, you come to LinkedIn with the sole purpose of sharing your knowledge, insights and experience in order to be a magnet for others as you fuel their passions.

You aim to build trust through knowledge sharing, support, contributions and sense of belonging.

Quick Tip: Give without expectation of receiving.

2. COMMUNITY > AUDIENCE

Building a community of raving fans isn't reserved just for celebrities and superstars. The Modern Leader has a unique opportunity to create conversations that matter that lead to a community around your business and brand that lasts.

THEN

Networking growth is all about having an audience of listeners you can talk at.

After all, LinkedIn is a professional platform and resume holder, perfect for preaching about your expertise, bragging about how well your business goes and connecting with only those who will buy from you.

NOW

You show up to GIVE:

Give of your time.

Give of your talents.

Give of your story.

Give of your energy.

You know building a community is all about talking *with* (vs talking *at*). You know the heart of community is found in how you can truly help another meet their goals. This attitude is magnetic, and you build a community around you where even people who want to buy from you show up to support you.

3. RELATIONSHIPS > TRANSACTIONS

The marketplace is savvier than ever and can sniff out those who look at them as a dollar sign more than a human. Building relationships online takes time and intention, but those who invest here will ultimately win everywhere.

THEN

Networking means shallow, M-focused connections. It's about going wide versus going deep and getting as many people to connect with you as possible.

Your network is simply a means to an end, and that end includes more business and opportunities for you, regardless of the collateral damage.

NOW

Building and maintaining relationships are not only at the heart of what you do — but the heart of who you are.

As a Modern Leader, you know life and business are merely an excuse to build solid relationships, not the other way around.

Your main focus in building community and a network online is to build deeper relationships with those you can help — versus only those who can help you.

Quick Tip: Value relationships > revenue.

4. STORYTELLING > SELLING

Gone are the days you as a leader can hide behind your marketing collateral or pitch deck. People connect with brands and businesses that are human. The best way to be more human is to share your story online. The best way to move from know and like to trust? You guessed it: Share your story.

THEN

Posting and sharing online is only about business. Never show your face nor allow a more human side to shine through. After all, isn't LinkedIn just a resume holder and place to share our most recent blog and webinar — and gain some leads while we are at it?

NOW

You show up to share up. Your story. Your face. Your life. It's about being authentic and genuine as you build your business and career out loud.

The Modern Leader knows storypower is your superpower, as is the importance of living out your truth and what matters to you.

You know that letting people understand who you are and what you stand for is how you build a STRONG foundation as a leader of your community. You inspire through your authenticity. You impact through your generosity.

5: DISCIPLINE > DESIRE (BONUS)

The Modern Leader knows building a community and network online doesn't happen overnight. In fact, they are committed to the long game that requires long-term discipline that outlasts short-term desires.

THEN

Here for short wins and transactions. Leads and funnel growth. You show up one minute, then ghost LinkedIn the next the moment it isn't serving you or 'working.'

You aren't here to create or engage consistently as you don't see the value of investing in organic content and building relationships online over the long term.

NOW

The Modern Leader knows consistency and community are the keys to unlocking everything they want to build on LinkedIn. They know it's easy to get distracted and go after the next shiny toy. But those who approach building and creating, investing and engaging on LinkedIn as a discipline — just like in business — will win.

They'll win relationships. They'll win affinity. And they'll ultimately win business, too. They know building a community and establishing a network that does, in fact, impact your net worth is NOT a short-term play; it's the only long game worth playing.

conclusion

THE GAME HAS CHANGED

No longer can you expect to grow your business or your brand by putting out some blogs, hiring some sales reps and calling it a day. Nope.

Business is now about building valuable relationships that will reap hefty rewards no transactional approach can.

This includes investments in:

- Yourself physically, mentally and emotionally
- Personal branding + LinkedIn networking
- Creating a storytelling foundation
- Giving more than taking

As a Modern Leader, you know the key to Modern Growth that Matters will begin when you make a commitment to going DEEP vs. WIDE.

“Your community of prospective partners, clients and customers is savvier than ever. People can sense inauthentic leaders and fake personal brands a mile away.

No more adding connections for the sake of numbers. No more cheap, easy, fast products. No more transactions over relationships. The market and your network want depth. YOUR market and network want depth. They want quality service, quality relationships and quality products.

Your community of prospective partners, clients and customers is savvier than ever. People can sense inauthentic leaders and fake personal brands a mile away.

However, Modern Leader, you know the more you invest in growing in a sustainable, healthy and others-first way creates an airtight case that you are not only a trustworthy business owner and leader...

But you are growing a business and brand worth following, worth fighting for — and worth rooting for.

This creates a virtue circle that impacts your revenue, your ability to attract and retain top customers, clients and talent. And your ability to see the upsides of growth even when there's a downturn in the marketplace.

We're entering a new Era of Modern Growth that looks nothing like the previous ones. The marketplace is ready for you.

The only question is: Are you ready to work for it?

The best time to start is ... now.

Rooting for you!

YOUR TURN

Leader Goals

It's tempting to focus on all 13 Growth Goals across the 3 sections. However, to start, write down ONE area of growth from each section you will focus on (+ why) in the next 90 days. Track them here.

Business Growth Goal

Goal:

Why?

Personal Growth Goal

Goal:

Why?

Network Growth Goal

Goal:

Why?

About the Authors



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Tara Horstmeyer has spent her career developing people into leaders and stories into brands. After a nearly 20-year career journey as an award-winning editor, writer and leader, she has a knack for not only understanding what it takes to produce impactful content, but what it takes to work with impactful executives as well. Her passion is helping leaders and teams build authentic, powerful and engaging personal brands on LinkedIn through 1:1 and team workshops, speaking and consulting.

Augusto Rozo has spent half of his two-decades-long career as an entrepreneur and the other half in corporate jobs in Europe and the Middle East. His vision is broad because of the exposure to many organizations in different sectors and geographies. In his journey, one thing has remained constant: growth. Either by growing revenue, teams or scopes, his obsession has been to leverage the most powerful resource to make it all happen: people. So that while at it, they can grow, too.



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