

The new growth rules: 10 lessons from the Smart50

with

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Today's Speakers



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The Smart50 at a glance...



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42

new companies

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**Average growth up
from 60% to 97%**



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Total revenue down



from \$741 million to \$358 million



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This is a new group of nimble, flexible growth companies



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Rule 1: Flexibility is the new competitive advantage



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Rule 2: Growth must be profitable

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**Rule 3:
Screw down costs
(...well, most of them)**



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Rule 4: Watch the numbers like a hawk



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Rule 5: Give staff a say

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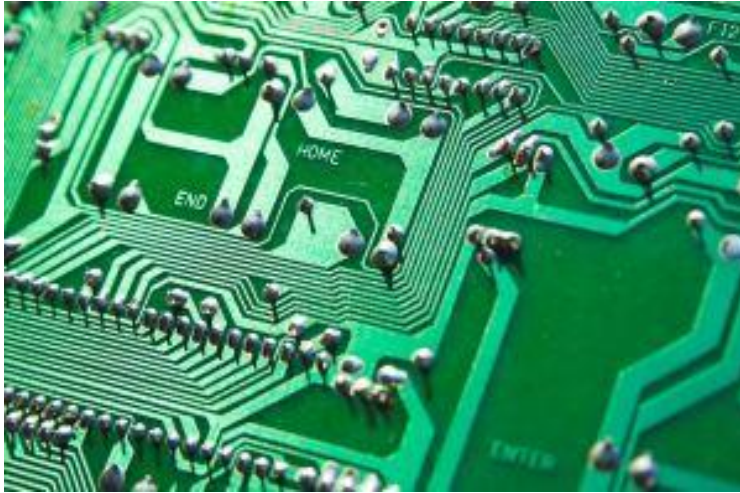
Rule 6: Plan and plan again



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Rule 7: Systemise

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Rule 8: Get your structure right



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**Rule 9:
Learn to
cope
with
stress**

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Rule 10: Dream BIG



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