



# ASCEND NATIONAL COHORT

Defining Moments. Transformational Growth.

A PROGRAM OF THE FOSTER SCHOOL OF BUSINESS

## SCALING BY SUBTRACTION

To what extent can my company scale up by subtracting?

Assess yourself by answering the questions below. Write your answers under each question.

What can we subtract?	What subtractions can we celebrate, and how?	What rituals and processes can help us to remember to subtract?
<p><b>Priorities</b>- if you had to eliminate one, which one?</p> <p><b>Pitch points</b>- what features, resources, part of the sales process aren't adding value?</p> <p><b>People</b>- is there some person or some role that is no longer serving the organization?</p> <p><b>Customers</b>- are there legacy customers that need to be transitioned?</p>	<p>What is no longer relevant?</p> <p>What no longer applies?</p> <p>What no longer fits in with the here and now?</p> <p>What no longer works?</p> <p>What no longer makes sense?</p> <p>What is no longer needed?</p> <p>What is no longer desired?</p>	<ul style="list-style-type: none"><li>• Decision rules</li><li>• Asynchronous communications</li><li>• Resources</li></ul>

**3a - What is one thing you can subtract in your company in the next 1-3 months to help your company grow?**