

Zero Limits

Business Growth Secrets

Steve Little

with Melinda Wittstock

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Workbook

EP13 Pioneering Value Accelerating Strategies: The Power of Cooperative Ecosystems, the Female Founders' Advantage, and Social Impact

In this last episode of the season, explore these strategies for accelerating your business value, and you may be surprised to have learned how conscious leadership, coopetitive ecosystem models, and social impact can boost your value. This worksheet is designed to help you apply the insights from the episode to your professional life and business.

****Understanding Business Acceleration and Value****

1. Can you list five of the 24 ways to accelerate business value?
2. Steve and Melinda talk about repurposing data or content. Have you considered repurposing assets in your business? If so, how?
3. How can you apply the concept of finding new revenue streams in your own business?



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****The Valuation Growth Assessment Process****

1. What is a valuation growth assessment, and how is it beneficial to companies planning an exit?
2. Outline the main stages involved in a valuation growth assessment.
3. What are the key components of the summary of recommendations report provided after a valuation growth assessment?



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****Investment Insights and the Role of Female Founders****

1. Discuss the disparities in funding for female founders despite their businesses having higher survival rates and better financial performance.
2. Why does Steve Little believe female founders might be better suited for running a company?
3. In what ways do you think a cooperative ecosystem within a company leads to success?



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****Representation and Cultural Shifts in Business****

1. Why is representation important in industries, and how does it affect the "bro culture" in tech?
2. Share your thoughts on the importance of conscious leadership and social impact initiatives for modern businesses.



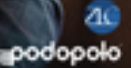
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****Investment Strategies and Social Impact****

1. Contrast the traditional venture investment model with the approach taken by Steve Little's Zero Limits Capital fund.
2. Discuss the potential connection between social impact and business growth.
3. Do you have a social impact mission, and if not, how might you implement one that is authentic to your business?
4. What criticism exists against ESG practices, and why might these be controversial?



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****Maximizing Enterprise Value****

1. How can a company re-ignite rapid value growth with an exit strategy in mind?
2. What are the risks and benefits of implementing the recommendations given after a valuation growth assessment?
3. Zero Limits Ventures is launching Zero Limits Capital to fund emerging growth companies. How does this align with the overall mission discussed in this episode?



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****Reinforcing Goals and Learning Takeaways****

1. Reflect on how the topics presented in this episode can impact your business or investment decisions.
2. Using the information from this episode, draft a short roadmap for increasing the value of a hypothetical or real business.
3. How will you leverage the insights from Steve Little and Melinda Wittstock in growing your company value?



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Closing Reflection:

What are your overall takeaways from what you've learned on this episode?

List your near term action steps.

Keep Putting Learning Into Action

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