

20 WAYS TO MEASURE YOUR BUSINESS GROWTH

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Management thought leader and author Peter Drucker once wrote, “Management is doing things right; leadership is doing the right things.” [Recent research](#) has suggested that many entrepreneurs chose the path they did because they desired one thing—meaning. How can we lead our businesses in measurable and meaningful ways, without getting lost in measuring and focusing on things that don’t really matter?

Check out these 20 ideas we’ve put together to help you assess your growth as a business owner and freelancer.

1. Meeting real needs.
2. Benchmarking.
3. Leads and referrals.
4. Ratings and recognition.
5. New clients.
6. Loyalty.
7. New hires.
8. Retention and engagement.
9. Employee growth and development.
10. Profit.
11. Diversification.
12. Online reach and engagement.
13. New partnerships.
14. Shareholders.
15. Expanded services.
16. Focus and efficiency.
17. Reduced costs.
18. Customer satisfaction and issues resolution.
19. Increased demand.
20. Charitable giving.

Read more about each tip [here!](#)