

Gary Vaynerchuk – The Two Major Things You Need To Do When Your Company Is Growing



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Business you started grow and flourish is one of the most rewarding things in life. I've done it twice now. I helped grow [my dad's liquor store](#) and [started an agency with my brother](#). Seeing those two things take off has been tremendous.

As companies grow, many things start happening. It can be difficult to know where to focus your energies, your time. For me however, there are two major things I did to grow my companies that I would advise everyone do.

NUMBER ONE

The first has to do with culture, and the inevitable shifts it makes. And of course you want to maintain culture if it's good; you want to keep that sense of family and everything good that came with being smaller. A natural response to that might be to try and instill the love you have for your company in everyone who works there.

But let me tell you this: as the founder of the company, if you think anyone is going to love it as much as you do, you are out of your mind. You own the business. How can you expect them to love it as much as you do?

Here's what you do instead.

Get over the fact that the employees will never love it as much as you. If you're lucky, there will be people who love it half as much as you. Even if someone loves a fraction as much as you do, you've won.

NUMBER TWO

This second one is quite simple: **don't try and cash in too quickly.** It can be very alluring to start getting yourself nicer things. A nicer lifestyle. But the way to scale and grow is to have the dollars. I run my businesses early on at no profit. Some people say "Easy for you now, you're rich." But that's bullshit. I was twenty-eight years old, running an enormous business, making \$40,000 a year. But it let me build a \$60 million business. That's eating your own dog food.

There are so many different directions a company can take. But if you focus on remembering the two ideas above, good things can happen. Here are some more tips I have on scaling growth:

[Why You Shouldn't Take VC Money](#)

[The Number One Question to Ask During Periods of Growth](#)

[The Difference Between a Company Issue and a Human Issue](#)

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Article originally [appeared here](#).