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## How do I grow my firm but keep a personal feel?



James Caan

*Dear James,*  
I have built my recruitment business to over 50 employees. I need advice on how to keep the culture and personal feel, yet grow at the same time.

**Craig Montgomery**

You will have to grow if you want to increase profits but you should also explore options within your business where technology could have an impact. You yourself have to evolve. Once you reach a certain size, it is no longer possible to manage everything and everyone: delegation is key.

The culture of a business is extremely important – try to focus on continuously promoting it not just within your organisation, but externally with messaging, PR and branding.

Simple internal communication strategies can keep your team motivated. Look at the structure of your organisation, the hierarchy of responsibilities and the change in teams as they grow.

The realisation that your business is now of a size that you can no longer reach your goals on your own is key.

■ For the full article and news of James Caan's free app, go to [standard.co.uk](http://standard.co.uk). His new book, *Start Your Business in 7 Days*, is out now.