

COMPANY OF ONE

Why Staying Small is the Next Big Thing in Business

PAUL JARVIS

PAUL JARVIS is a writer and designer. He has run his own company of one for more than two decades and along the way has worked with professional athletes like Shaquille O'Neal and Steve Nash, corporate giants like Microsoft and Mercedes-Benz and with entrepreneurs like Danielle LaPorte and Marie Forleo. His ideas about growth have been featured in *Wired*, *USAToday*, *Entrepreneur*, *Fast Company*, *Forbes* and other publications. Paul Jarvis currently teaches online courses, hosts podcasts and develops software.

The book's website is at: www.ofone.co.

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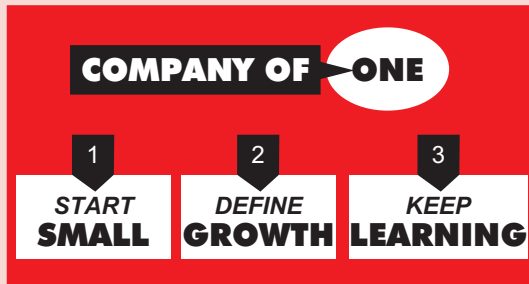
MAIN IDEA

Most people believe to have a successful company, you have to keep growing all the time. That's not necessarily the case. Forming a company of one and then deliberately staying that way indefinitely is often more durable, more profitable and more enjoyable than growing a large organization.

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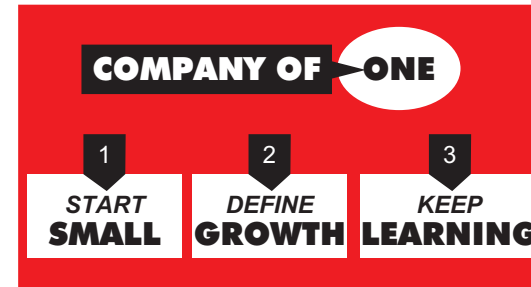
When you work for yourself and you're not trying to get bigger, you can work at being better instead. As you get better, you can spend more time doing what you personally find to be rich and rewarding. Rather than getting locked into managing employees, you can pursue your passions and spend more time with your family and other interests. That's the ultimate aim of building "A Company of One".

The Company of One business model is:



"Staying small doesn't have to be a stepping-stone to something else, or the result of a business failure—rather, it can be an end goal or a smart long-term strategy. The point of being a company of one is to become better in ways that don't incur the typical setbacks of growth. You can scale up revenue, enjoyment, raving fans, focus, autonomy, and experiences while resisting the urge to blindly scale up employee payroll, expenses, and stress levels. This approach builds both a profit buffer for your company to weather markets and a personal buffer to help you thrive even in times of hardship."

– Paul Jarvis



1. Start small Pages 2 - 3

A company of one is a business that questions growth. Instead of automatically chasing growth by hiring more employees and taking more risk, you focus instead on getting progressively smarter, more efficient and more resilient over time. If you plan on staying small forever, you can then focus on growing your revenues without growing your head count. It can be done.

2. Define growth Pages 4 - 6

To succeed and ultimately excel as a Company of One, you need the right mind-set and a real underlying purpose that resonates with you. Pure and simple, your purpose is how you put your personal values into action in your business and career. If you can run your businesses so that it aligns with your purpose rather than blindly chasing growth, not only will the right customers respond but you'll get more enjoyment and satisfaction out of what you achieve. Define growth as doing more of what counts.

3. Keep learning Pages 7 - 8

Today's consumers have got an array of tools they can use to let others know about their customer experience in dealing with you. To accommodate that, you have to build transparency and trust into the way you build your Company of One right from the start. You also have to keep launching new ideas and iterating with customer feedback all the time. You never learn anything until you launch and see what your customers say so keep learning how to better serve.

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