

# **Crista Grasso - The "Business Optimizer": Helping entrepreneurs scale their business simply and sustainably -**

## **Episode 241**

### **Show Notes**

#### **In this episode:**

- Crista's journey from creative to barista to business consultant and entrepreneur
- What the Lean Out method is and how it can help you focus on what's really important to your business
- The number one thing you need to do as a business owner to actually do less and achieve more
- Crista's best advice for you to avoid reverting back to overbooking yourself with unimportant tasks
- Tips to crafting a schedule that works best for you
- The big, bold move Crista made for her business this year and how to make your own big, bold moves
- Practical advice for scaling your business without burning out or getting overwhelmed
- How to keep your business lean even when you start to build out your team
- The power of hiring one T-shaped person over four specialists
- Scaling secrets from multi-billion dollar businesses that you can use for your business
- Four questions to ask your team every day

#### **Notable quotes:**

"If you start from your day-to-day schedule instead of starting from your vision and making sure your day-to-day supports your vision, you end up with a lot of noise, waste, and things you don't need to be working on." – Crista Grasso

"Don't fully fill your schedule, leave at least 30% capacity. We always underestimate how long things are going to take and it gives you the space to be able to explore new ideas that come up." – Crista Grasso

"When making a big, bold move in your business, instead of saying, 'Oh, should I do this?', ask, 'How can I make this work?'. – Crista Grasso

"When you want to scale, you're trying to add more clients and revenue without more resources to support that. The only way you can do that effectively is with systems and with team." – Crista Grasso

### 3 Pearls of Wisdom:

1. Set your vision. Take the time to look at your vision and look at all three facets of customer, business, and personal.
2. Incorporate planning practices into your week on a regular basis; it will keep you laser focused.
3. Leverage focus blocks! Carve out as much time as you can to focus on one thing start to finish or a batch of similar activities.

### Resources:

**Crista Grasso**, the "Business Optimizer": Helping entrepreneurs scale their business simply and sustainably

Website: <https://www.leanoutmethod.com>

Podcast, *The Lean Out Your Business Podcast*: <https://www.leanoutmethod.com/podcast>

Facebook: <https://www.facebook.com/groups/leanoutcircle>

Instagram: <http://instagram.com/cristagrasso>

LinkedIn: <https://www.linkedin.com/in/cristagrasso/>

Link to the show: <https://www.kamiguildner.com/ewr-crista-grasso-241>

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