

# THE SECRET SAUCE

*Superscale your business and empower your talent with empathetic leadership*

All entrepreneurs aspire to make their dream business a reality whilst also being able to turn a profit. Even so, despite many companies getting off to a flying start, recent statistics show that less than 40,000 out of 5.5 million businesses grow to a team size of more than 50 people. This means only one in every 200 entrepreneurs successfully scales their organisation.

*"Empathetic leadership is different, looks different and, to all those entrepreneurs, especially the women, who may not feel like the traditional CEO or entrepreneur, this is your time."*

— Sam Smith

In the current economic climate, many leaders are facing the added pressure of rising costs. A recent survey revealed that a whopping 92% of small businesses are concerned about how the cost-of-living crisis will impact them. This, combined with many other factors, often leaves leaders unsure how to sustainably grow their organisation. However, there are many strategies that leaders can learn and implement to bring their dream business to life, and Sam Smith is on a mission to help leaders do just that.

Sam Smith is an entrepreneur and the founder, former CEO and adviser to finnCap Group Plc as well as the adviser for several other scale-up businesses. She was the first female chief executive of a City stock-broking firm and was one of only three female CEOs to lead an IPO in 2018.



In her new book **The Secret Sauce**, she shares her proven success strategies and ideas for leaders wanting to scale their business. After starting a business herself, growing it to a turnover of £1 million a year, and then scaling that to £1 million a week, she knows first-hand what needs to be done to create a profitable business to be proud of.

Drawing on Sam's expert knowledge and illustrious career, the book covers topics such as building a growth mindset, perfecting company culture, and clear internal communication. It also explores understanding vision and mission, engaging teams in the long-term effort to scale, investing in future leaders, prioritising inclusive leadership and handling the complexities of exits from a company.

Broken down into digestible chapters that can be read and reread as and when needed, **The Secret Sauce** is a book for those that are willing and ready to take their business to the next level.

The advice that Sam shares throughout **The Secret Sauce** is invaluable for both current and aspiring entrepreneurs plus anyone needing a fresh perspective on how to scale their business. Readers will learn how to be an empathetic leader, their own growth champion, and build a culture that attracts the types of people who help to build real value.

## ABOUT THE AUTHOR

Re<sup>e</sup>think

**Sam Smith** is an entrepreneur and the founder, former CEO and adviser to finnCap Group Plc. Sam was the first female chief executive of a City stockbroking firm and has worked on over 200 transactions, IPOs and secondary fundraisings. Under her leadership, finnCap became a leading advisory firm for the business of tomorrow. Sam is now an adviser to scale-up businesses and a non-executive director on the board of Sumer Group Ltd.

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