



Course 8, The Science of Scaling: Frame, Floor, and Focus for God Sized Growth

Block 8 of the Crown Revenue Academy. You have a worldview, an offer, honest marketing, integrity in selling, a money system, leadership, and a recurring model. Now we learn to scale, to grow the good you do far beyond what you could ever do alone, without losing your soul in the process.

Course Overview

Most people who build something good eventually hit a wall. They are working as hard as they can, and growth stalls, because the very thing that got them here, doing it all themselves at the same standard, cannot take them further. Scaling is not just working harder. It is a different way of thinking. This course draws on the modern science of scaling, especially the Frame, Floor, and Focus framework taught by Dr. Benjamin Hardy in The Science of Scaling, and runs it through a biblical filter. We will set God sized goals, raise our standards, simplify ruthlessly, focus on the few things that matter, and build something that can grow beyond us.

Scaling matters for a Kingdom business and a ministry, because the bigger you can faithfully grow, the more people you can serve and the more you can give. But scaling without wisdom destroys people. So we hold two things together: bold, even impossible, vision, and the humility, integrity, and rest that keep growth from becoming an idol.

Who it's for: Anyone who has built something that works and is ready to grow it, founders, ministry leaders, agency and service owners, anyone feeling capped by their own two hands and wondering how to multiply the impact without burning out or compromising.

Format: 6 bi-weekly sessions, 60 to 75 minutes each, always free.

What you'll walk away with: - A **10x frame**: a goal so big it requires God, and a timeline short enough to force focus - A **raised floor**: the courage to be honest and quit the wrong things faster - A **simplified system**: less, but better, the few things that actually drive growth - A **focused path**: a clear, repeatable model instead of scattered effort - A plan to **build beyond yourself**, so the work outlasts and exceeds you - The wisdom to scale **without losing your soul**, your family, or your integrity

The rhythm of every session: Big Idea, Anchor Scripture, Biblical Case Study, Teaching Points, Real Application, Discussion, Go Deeper (a linked book and a linked podcast).

Session 1, Change Your Frame, Set a God Sized Goal

Big Idea: A goal so big it seems impossible forces a completely different approach. Small goals keep you tweaking. Big goals make you rebuild, and they make you depend on God.

Anchor Scripture: Joshua 14:10 to 12 (Caleb at 85, give me this mountain); Ephesians 3:20 (God is able to do exceeding abundantly above all we ask or think).

Biblical Case Study: Caleb, Give Me This Mountain (Joshua 14:10 to 12). At eighty five years old, when most men are looking for rest, Caleb does not ask for the easy valley. He points to the hill country still full of giants and fortified cities and says, “now therefore give me this mountain.” Forty five years earlier he had believed God could take the land when ten other spies saw only impossibility. That same bold frame never left him. He did not shrink his goal to match his age or his resources, he set a goal that required God, and he went after it. This is the heart of changing your frame. A goal that you could reach by simply trying a little harder will never transform you. A goal so big it terrifies you forces a new approach, new people, new faith, and it drives you to your knees, which is exactly where scaling should drive you.

Teaching Points: 1. A small goal (do a bit more than last year) keeps you optimizing the old way. A 10x goal forces a new way. 2. Impossible sized goals are clarifying. They instantly reveal what does not matter and what must change. 3. A God sized goal keeps you dependent on God, not on your own strength. That dependence is a feature, not a bug. 4. Vision is the frame everything else hangs on. Set it boldly, like Caleb, even when others see only giants.

Real Application: - *In the room:* Write a goal for your work that is roughly ten times bigger than your current plan, big enough that you cannot reach it by just trying harder. Sit with the discomfort. - *This week:* Ask one honest question of that goal: what would have to be completely different for this to be possible? Write the first answer.

Discussion: - What goal have you been keeping small and safe, and what is the fear underneath that? - Caleb asked for the mountain with the giants. What is the mountain God may be calling you to ask for?

Go Deeper: **Read:** [10x Is Easier Than 2x by Dr. Benjamin Hardy and Dan Sullivan](#) · **Listen:** [The Tony Robbins Podcast](#)

Session 2, Change Your Frame, Set an Impossible Timeline

Big Idea: A timeline so short it seems impossible forces focus and faith. Give a big goal too much time and it sprawls. Compress it, and it sharpens.

Anchor Scripture: Nehemiah 6:15 to 16 (the wall finished in 52 days); Psalm 90:12 (teach us to number our days).

Biblical Case Study: The Wall in Fifty Two Days (Nehemiah 6:15 to 16). Jerusalem’s wall had lain in ruins for generations. Nehemiah rebuilt it in fifty two days. Fifty two. A project everyone assumed would take years, against active opposition, was finished in under two months, and even the enemies “perceived that this work was wrought of our God.” The short timeline was not reckless, it was focusing. A tight deadline forced Nehemiah to organize the people, work in parallel, cut distractions, and lean hard on God. Had he given the project five comfortable years, it likely never would have been finished at all, the opposition would have worn them down. There is a strange power in a deadline so short it forces you to find a faster, better way, and to depend on God for what your effort alone cannot do.

Teaching Points: 1. Work expands to fill the time you give it. A long timeline breeds drift and distraction. 2. A compressed deadline forces you to cut the nonessential and find a faster path. 3. Short timelines, like big goals, drive you to depend on God and to mobilize others. 4. Urgency is not the enemy of faith. Numbering our days is wisdom (Psalm 90:12).

Real Application: - *In the room:* Take your big goal from Session 1 and cut your imagined timeline in half, then in half again. Ask what that shorter timeline forces you to change. - *This week:* Pick one important project and set a deadline so short it makes you uncomfortable. Tell someone, so it is real.

Discussion: - Where has a comfortable, open ended timeline let an important thing drift for too long? - What would you have to stop doing if your most important goal had to be done in half the time?

Go Deeper: **Read:** [The Science of Scaling by Dr. Benjamin Hardy](#) · **Listen:** [Lenny's Podcast](#)

Session 3, Raise Your Floor, Be Honest and Quit the Wrong Stuff

Big Idea: Your floor is your standard, what you will and will not accept. Most people keep a high ceiling of dreams and a low floor of habits. Scaling means raising the floor, telling the truth, and quitting the wrong things faster.

Anchor Scripture: Hebrews 12:1 (lay aside every weight and run); Genesis 25:29 to 34 (Esau sells his birthright for stew).

Biblical Case Study: Esau and the Bowl of Stew (Genesis 25:29 to 34). Esau comes in from the field exhausted and hungry, and trades his birthright, his whole future inheritance, for a single bowl of red stew. "Thus Esau despised his birthright." It is one of the saddest trades in Scripture, the eternal sold for the immediate, the enormous future given away for a moment of comfort. Hardy uses this very image: a low floor is the pottage we keep accepting. Every time we tolerate a low standard, dodge a hard truth, or cling to something that should be cut, we are trading our birthright for stew. Raising your floor means refusing that trade. It means being brutally honest about what is not working, and quitting the wrong things, the wrong clients, the wrong habits, the wrong projects, faster than feels comfortable. Hebrews says lay aside every weight, not just sin, but anything that slows the race.

Teaching Points: 1. Your floor is your real standard, what you actually tolerate, not what you wish for. 2. A high ceiling (big dreams) with a low floor (low standards) keeps you stuck. Raise the floor. 3. Honesty comes first. You cannot fix what you will not admit. Tell yourself the truth. 4. Quit the wrong stuff faster. Lay aside every weight, even good things that are not your race.

Real Application: - *In the room:* Write one hard truth about your work you have been avoiding. Then name one thing, a client, a habit, a project, you need to quit. - *This week:* Quit that one thing, or take the first concrete step to end it. Raise your floor by one notch.

Discussion: - What pottage have you been accepting, what low standard have you tolerated that is costing your future? - What good but wrong thing is hardest for you to quit, and why?

Go Deeper: **Read:** [Essentialism by Greg McKeown](#) · **Listen:** [Craig Groeschel Leadership Podcast](#)

Session 4, Raise Your Floor, Simplify Your System

Big Idea: Complexity does not scale, simplicity does. You grow not by adding more, but by simplifying down to the few things that actually work, and doing them with excellence.

Anchor Scripture: Luke 10:38 to 42 (Martha is busy, but one thing is needful); Matthew 6:33 (seek first the kingdom).

Biblical Case Study: One Thing Is Needful (Luke 10:38 to 42). Martha is “cumbered about much serving,” busy, stressed, doing many good things, and resentful. Mary sits at Jesus’ feet. When Martha complains, Jesus gently corrects her: “thou art careful and troubled about many things: but one thing is needful.” Notice He does not praise Martha’s busyness. Much activity is not the same as the right activity. Martha’s system was complex and exhausting and missed the one thing. Scaling is the same. Most stalled businesses are not doing too little, they are doing too much, scattered across too many offers, channels, and projects, none done with excellence. To scale you must simplify, ruthlessly cut the many good things down to the few essential ones, and pour your strength into those. Less, but better.

Teaching Points: 1. Complexity is the enemy of scale. Every extra offer, channel, and process is a tax on your focus. 2. Busy is not the same as productive. Martha was busy and missed the one thing. 3. Simplify by subtraction. Ask of everything: does this drive the goal, or just fill the day? 4. A simple system can be repeated, taught, and grown. A complex one breaks when you add people.

Real Application: - *In the room:* List everything your business currently does, every offer, channel, and activity. Circle the few that actually drive results. Put a line through several you could cut. - *This week:* Eliminate or pause one nonessential thing, and put that time into your most essential one.

Discussion: - Where are you a Martha, busy and troubled about many things while missing the one needful thing? - What would your work look like if you did half as many things, twice as well?

Go Deeper: **Read:** [The E-Myth Revisited by Michael Gerber](#) · **Listen:** [EntreLeadership Podcast](#)

Session 5, Accelerate Your Focus, Engineer a Scalable Path

Big Idea: Scaling is not random hustle, it is a clear, focused, repeatable path. Engineer the few moves that work into a model you can run again and again.

Anchor Scripture: Philippians 3:13 to 14 (this one thing I do, I press toward the mark); Proverbs 4:26 (ponder the path of your feet).

Biblical Case Study: This One Thing I Do (Philippians 3:13 to 14). Paul, who could have listed a dozen pursuits, says, “this one thing I do, forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize.” One thing. A clear mark. A focused, forward press. Paul was the most productive missionary in history not because he did everything, but because he had a singular focus and a repeatable pattern, enter a city, preach, plant a church, appoint leaders, move on, write letters back. He engineered a scalable model and ran it across the known world. Proverbs says “ponder the path of thy feet,” study your path on purpose. Scaling requires the same: find the specific path that works, the repeatable sequence that produces results, and then focus everything on running it, instead of chasing every new shiny thing.

Teaching Points: 1. Focus is a decision to say no to many good things for the sake of the one main thing. 2. Find your repeatable path, the specific sequence that reliably produces your result. 3. Engineer it on purpose. Study what works, write it down, and refine it into a model. 4. Press toward one mark. Scattered effort never

scales, focused effort compounds. 5. Find the repeatable motion before you scale. Prove the path works again and again before you pour money into accelerating it.

Find the Repeatable Motion Before You Scale (with source credit). The startup strategist David Skok teaches this same truth in plain business terms, and it is worth borrowing. In his Startup Roadmap, Skok warns that founders often assume that once they have a product the market wants, they are ready to stomp the accelerator and scale. He argues there is a hidden, frequently skipped step in between: the search for a sales and growth motion that is genuinely repeatable and scalable. According to Skok, many startups fail right here, because founders and investors skip this step and try to scale before the motion is proven, which simply burns through cash. He also teaches that finding that repeatable path is the founder's own job, not something to hand off to hired salespeople too early, because there is no playbook for them to run yet. That is exactly the biblical pattern in a modern voice: engineer and prove the repeatable path first, the way Paul did, and only then press the accelerator toward the mark. (Full citation in the resource pack and the Sources and Credits note below. The ideas here are paraphrased and credited to David Skok; the biblical framing is ours.)

Real Application: - *In the room:* Write the simplest version of your repeatable path, the steps that reliably turn a stranger into a served, satisfied customer. Number them. - *This week:* Run that exact path with one new customer, on purpose, and note where it works and where it breaks.

Discussion: - What is the one main thing you should be pressing toward, and what keeps pulling your focus off it? - Do you have a repeatable path, or are you reinventing the process every time? What would it take to engineer one?

Go Deeper: **Read:** [Good to Great by Jim Collins](#) · **Listen:** [The Knowledge Project with Shane Parrish](#) · □
[David Skok, Startup Roadmap: 9 Steps to Repeatable, Scalable and Profitable Growth](#)

Session 6, Accelerate Your Focus, Build Beyond Yourself

Big Idea: The final stage of scaling is building something that no longer depends on you. You scale by who, not how, raising others who will carry it further than you could alone.

Anchor Scripture: 2 Kings 2:9 to 15 (Elisha asks for a double portion); 2 Timothy 2:2 (entrust to faithful people who will teach others).

Biblical Case Study: The Double Portion (2 Kings 2:9 to 15). As Elijah is about to be taken, he asks Elisha what he wants. Elisha asks for a double portion of Elijah's spirit. Elijah had poured into Elisha for years, and when Elijah departs, Elisha picks up the mantle, strikes the water, and the same God who worked through the mentor now works through the successor, who goes on to perform even more recorded miracles than Elijah did. That is scaling beyond yourself. Elijah's impact did not end with Elijah, it doubled, because he had built into someone who would carry it further. This is the heart of who not how: instead of asking how do I do more, you ask who can carry this, and you pour into them. A business or ministry that depends entirely on you has a ceiling, and that ceiling is you. Build it into faithful people, hand over the mantle, and the work can exceed you.

Teaching Points: 1. If it all depends on you, you are the ceiling. To scale past yourself, build into others. 2. Ask who, not how. Instead of how do I do more, ask who can own this, and develop them. 3. Pour into successors the way Elijah poured into Elisha, on purpose, over time. 4. The goal is a double portion, people you raise who carry the work further than you could.

Real Application: - *In the room*: Name the one thing that would collapse if you stepped away, and name one person who could be raised to carry it. - *Capstone (This Week)*: Write your one page Scaling Plan: your 10x goal, your short timeline, the things you will quit, your simplified focus, your repeatable path, and the people you will build into.

Discussion: - Where are you the ceiling on your own work, and who could you begin pouring into? - What would it take for you to hand over a real mantle, with authority, the way Elijah did?

Go Deeper: **Read:** [Who Not How by Dr. Benjamin Hardy and Dan Sullivan](#) · **Listen:** [Faith Driven Entrepreneur podcast](#)

Expanded Resource Pack (Course 8)

Reputable resources on scaling and growth. Each links to where to find it. Run every secular framework through a biblical filter: we scale to serve and give more, never to build a monument to ourselves.

Books

- [The Science of Scaling by Dr. Benjamin Hardy](#) (the Frame, Floor, Focus framework this course is built on)
- [10x Is Easier Than 2x by Benjamin Hardy and Dan Sullivan](#) (changing your frame)
- [Who Not How by Benjamin Hardy and Dan Sullivan](#) (building beyond yourself)
- [Good to Great by Jim Collins](#) (the flywheel and disciplined focus)
- [Scaling Up by Verne Harnish](#) (the practical mechanics of growth)
- [The E-Myth Revisited by Michael Gerber](#) (working on the business, not just in it)
- [Essentialism by Greg McKeown](#) (less but better, raising the floor)

Blogs and Publications (free, reputable)

- [David Skok, Startup Roadmap: 9 Steps to Repeatable, Scalable and Profitable Growth](#) (For Entrepreneurs / Matrix Partners, the source for the “find a repeatable motion before you scale” principle in Session 5)
- [Harvard Business Review on scaling](#) (research and case studies)
- [First Round Review](#) (building and scaling teams)
- [Jim Collins articles and concepts](#) (flywheel, Hedgehog, Level 5 leadership)
- [a16z growth and scaling](#) (operating and scaling insights)
- [Benjamin Hardy on Medium](#) (frame, floor, and focus articles)

Free Online Courses and Tools (free to start)

- [HubSpot Academy](#) (free courses on growth and operations)
- [SCORE](#) (free mentoring and webinars on scaling a small organization)
- [Coursera, business growth and strategy courses](#) (free to audit)

Watch (reputable YouTube)

- [Benjamin Hardy](#)
 - [Jim Collins on Good to Great](#)
 - [Verne Harnish and Scaling Up](#)
 - [Harvard Business Review channel](#)
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Devotional: Building Beyond Yourself (a 6 Day Reading Plan)

Each day, read the verse, sit with the insight, answer the question in writing, then pray.

Day 1: More Than You Can Ask ([Ephesians 3:20](#))

“Now unto him that is able to do exceeding abundantly above all that we ask or think, according to the power that worketh in us.” Our God is not a God of small, safe goals. He is able to do exceeding abundantly above what you can even imagine. The reason to set a goal so big it scares you is not arrogance, it is that a small goal does not require Him, and a big one does. When you aim at something only God could accomplish through you, you finally live in the kind of dependence faith was made for. Dream a size that needs Him.

Reflect: What goal have you kept small because a bigger one would require God, and what would it look like to ask Him for the mountain?

Prayer: Father, You can do far more than I can ask or think. Free me from small, safe goals, and give me holy boldness to aim at what only You can do.

Day 2: Number Your Days ([Psalm 90:12](#))

“So teach us to number our days, that we may apply our hearts unto wisdom.” Time is not endless, and that is a gift, not a threat. Nehemiah rebuilt the wall in fifty two days because urgency focused him. When you remember your days are numbered, you stop letting important things drift for years. A short timeline is simply numbering your days on purpose. It strips away the nonessential and presses you to do the main thing now, in dependence on God, rather than someday in your own strength.

Reflect: What important thing have you let drift, and what would change if you gave it an urgent, God dependent deadline?

Prayer: Lord, teach me to number my days. Give me urgency without anxiety, and help me do the main thing now.

Day 3: Lay Aside Every Weight ([Hebrews 12:1](#))

“Let us lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us.” Notice it says lay aside every weight, not only sin. Some of what slows you is not evil, it is just weight, good things that are not your race, habits and commitments that drag. Esau traded his birthright for a bowl of stew, the future sold for a moment’s comfort. Raising your floor means refusing that trade: telling the truth about what is weighing you down, and laying it aside, even when it is hard to let go.

Reflect: What weight, even a good one, is slowing your race, and what would it take to lay it aside this week?

Prayer: Father, give me honesty about what is weighing me down, and the courage to lay aside every weight and run my race.

Day 4: One Thing Is Needful ([Luke 10:42](#))

“But one thing is needful: and Mary hath chosen that good part.” Martha was busy, troubled, and doing many good things, and Jesus gently told her she was missing the one needful thing. Much activity is not the same as the right activity. Most of us do not need to add more, we need to simplify down to the few things that matter and pour ourselves into those. Complexity exhausts and scatters. Simplicity focuses and scales. Choose the good part, and let the many lesser things go.

Reflect: Where are you a Martha, busy and troubled about many things, and what is the one needful thing you keep missing?

Prayer: Lord, free me from the tyranny of many good things. Help me choose the one needful thing and pour my strength into it.

Day 5: This One Thing I Do ([Philippians 3:13 to 14](#))

“This one thing I do, forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize of the high calling of God.” Paul changed the world with a focused, repeatable life, one thing, one mark, a forward press. He did not chase every opportunity, he engineered a path and ran it everywhere he went. Scaling is not frantic motion, it is focused motion along a proven path. Find the mark God has set, find the path that works, and press toward it without being pulled away by everything behind and beside you.

Reflect: What is the one mark you should be pressing toward, and what keeps pulling your focus off the proven path?

Prayer: Father, give me Paul's focus. Help me forget what is behind, fix my eyes on the mark, and press toward it on the path You have shown.

Day 6: A Double Portion ([2 Kings 2:9](#))

"Elisha said, I pray thee, let a double portion of thy spirit be upon me." Elijah poured into Elisha for years, and when the mantle passed, the work did not shrink, it doubled. That is the goal of all godly scaling: not to be indispensable, but to build into people who will carry the work further than you ever could. If everything depends on you, you are the ceiling. But if you raise up faithful people and hand them the mantle, your impact can outlive and exceed you. Ask not only how do I do more, but who can I build into, and pour yourself into them.

Reflect: Who could carry your work further than you can, and how will you begin pouring into them so the mantle can pass?

Prayer: Lord, make me a builder of people. Help me pour into faithful successors, hand over the mantle, and rejoice when they carry it further than I could.

Instructor Notes (for Fred)

70 minute run of show: Welcome and recap (5), Teaching (15), Case study read through (15), Application built live (15), Discussion (15), Assign plus book and podcast plus prayer (5).

Tips: - This course uses the Frame, Floor, Focus framework from Benjamin Hardy's *The Science of Scaling*. Teach the framework, then run it through the biblical filter every time, so scaling stays a tool for serving and giving, never an idol. - Sessions 3 and 4 (raise your floor, quit the wrong stuff, simplify) are where real breakthroughs happen for most people. Give them room to be honest. - This course pairs naturally with Course 6 (Leadership and Multiplication). Session 6 here and Course 6 both teach building beyond yourself, point students to both. - Guard the heart of the room: bold, God sized vision held together with humility, rest, and integrity. Scaling that costs you your soul or your family is not success.

Where this leads: A business or ministry that grows far beyond what one pair of hands could do, multiplying the good you can offer and the amount you can give, without losing the soul of why you started.

Sources and Credits

We believe in giving honest credit, the way this course teaches integrity in everything. The following sources informed this course and are gratefully credited. Their ideas are paraphrased and integrated with our own biblical framework; the original frameworks belong to their authors.

- **Frame, Floor, and Focus framework, and the 10x mindset:** Benjamin Hardy, *The Science of Scaling* (and *10x Is Easier Than 2x* and *Who Not How*, both with Dan Sullivan). The overall structure of this course is built on Hardy's work.

- **“Find a repeatable, scalable motion before you scale” (Session 5):** David Skok, “Startup Roadmap: 9 Steps to Repeatable, Scalable and Profitable Growth,” For Entrepreneurs (Matrix Partners), 2018, updated 2022. Online at <https://www.forentrepreneurs.com/startup-roadmap/>. Skok’s insight that B2B startups must find a repeatable, scalable sales and growth motion before hitting the accelerator, and that this is the founder’s job, is paraphrased and credited here. All credit for that framework belongs to David Skok.
- **Supporting concepts:** Jim Collins, *Good to Great* (the flywheel and disciplined focus); Verne Harnish, *Scaling Up*; Michael Gerber, *The E-Myth Revisited*; Greg McKeown, *Essentialism*. See the Expanded Resource Pack above for links.

Scripture quotations are from the King James Version (public domain). This course is a free teaching resource of the Crown Revenue Academy; please share it freely with attribution, and do not sell it.

Crown Revenue Academy · A ministry of Crown Revenue · “Now unto him that is able to do exceeding abundantly above all that we ask or think ... unto him be glory.” Ephesians 3:20 to 21