



Business Growth Strategy

Learn how to Manage your Organization's Growth before it Manages You!

Knowledge is power especially as it relates to knowing the real obstacles and opportunities for growth in each phase of your organization's growth cycle. In this three step program, we help your management team navigate a path to achieve sustainable, profitable growth using diagnostic tools, in depth interviews and lively strategy sessions. Here is a detailed description of what we do and how we can help you achieve your objectives.

Program Elements:

1. Pre-work:

- Assessment of senior management team members to provide clarity regarding their Behaviors, Values, and Competencies.
- One-on-one meetings with each manager to review assessment results.
- X-Ray assessment by the senior team of your organization's profit, people, and processes - current state of affairs and challenges.
- In-depth interview with business owner/CEO/ leader to review results of assessments and conduct a high level business management review.

2. Discovery and planning session: 2 days to review the X-ray results of the company, assess challenges (we distill these to the top 5 challenges aligned with the specific stage of growth); identify initiatives; assign accountabilities; and recommend a communication strategy.

3. Follow up:

- Reporting of our findings and initial recommendations.
- 30 day meeting with CEO to ensure agreed-to objectives are on track.
- 90 day ½ day meeting with senior management team to review progress on goals.
- 3-6 months of coaching with senior leader, bi- monthly to assist with implementation.

(Optional but highly recommended)

Benefits of our Growth Strategy Program

Provides a well-thought out road map to maximize performance.

- Provides an objective, non-emotional view of your company using self-diagnostic tools and organizational assessments.
- Creates alignment of staff to common goals and objectives.
- Leads to enhanced employee and customer retention.
- Introduces a language of growth to engage every single employee in helping the company succeed.
- Prepares leaders for the issues that arise with each critical transition and ways to find closure from past issues.
- Allows people to get to the truth of all issues.
- Creates a graphical overview of a company's vision for improvement, keeping key initiatives fresh and accessible.
- Helps shorten sales cycles.
- Helps leaders channel their anxiety and fear of growth into targeted, productive behaviours and actions.



What You Can Expect When You Engage in the Growth Strategy Program

1. Walk away with winning action steps based on short-term and long-term views of your company's strengths and weaknesses.
2. Target key issues that fall under the 'Three Gates of Focus: People, Process or Profit/Revenue'; gain insight on how to address them in order of priority.
3. Determine how the company stacks up against high performance companies and get the company focused on the right path to improving performance.
4. Remove the hidden barriers that are causing performance to slump, people to disengage and profits to dwindle.
5. Lock onto your company's five greatest challenges and take them on one by one until performance begins to improve.
6. Uncover the 'Rules of the Road' for a specific stage of growth. Take a hard look at how well a company has completed each rule for their stage of growth. Based on proven research, not getting these done at the right time is a huge 'performance drainer' for all companies.
7. Learn the secret behind the company's builder/protector ratio. Find out why employees are so uncomfortable with change. Figure out how to create an atmosphere of confidence with just the right amount of caution.
8. When used in conjunction with the Leadership Advantage Assessment, gain better insight into your leadership team's leadership styles and competencies – see if a specific style or competency is hindering or helping based on your company's stage of growth. Discover what styles and competencies will be most effective for future growth.
9. See through the chaos to the source of your company's real challenges and identify sound strategies to successfully navigate through growth.
10. Determine if a company is 'running ahead of its headlights' and what that means to your business performance in 6 – 12 months.

For more information please contact
Rebecca Heaslip, Growth Strategist and President of Leadership Insight Inc.

www.leadership-insight.com 888-878-5913 rehaslip@leadership-insight.com

