

## GrowthDNA Diagnostic and Action Plan

This deep dive analysis will assess how effective your organization is at driving growth. It will evaluate current data and practices to determine where strengths lie and what processes and behaviors should be altered to drive more sustainable growth. A review will be conducted in each of the four areas of GrowthDNA as noted below. A detailed report will share insights on each of the four strands of GrowthDNA and specific recommendations for improvement in each. It is a great way to get started on a new growth trajectory!

### The Four Strands of GrowthDNA

Market Intelligence Yields <b>Confidence</b>	Strategy Provides <b>Clarity</b>	Leadership Ensures <b>Commitment</b>	Results Require GrowthDNA in <b>Culture</b>
<ul style="list-style-type: none"> <li>• Review Discovery checklist to identify data available with emphasis on customer and competitor data</li> <li>• Understand systems for collecting data and reporting data on regular basis</li> </ul>	<ul style="list-style-type: none"> <li>• Review Vision, Mission, Values</li> <li>• Review Current Strategic, Marketing, Sales and Operational Plans</li> <li>• Understand process of prioritization and decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Review current process for communicating plans</li> <li>• Understand current methods of linking plans to responsibilities</li> <li>• Evaluate how accountability is established and tracked</li> <li>• Identify key measures most influencing behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Gain insight into current culture</li> <li>• Identify practices helping and hurting growth efforts</li> <li>• Understand effectiveness of communication</li> </ul>

**Methodology:** The assessment will be conducted through interviews, surveys and the review of available documents. The evaluation takes approximately 2-4 weeks depending on availability of schedules of participants. Implementation is primarily virtual. Depending on scheduling and location, on-site interviews and/or final report may be available.

**Final Deliverable:** A written report will be provided that includes an evaluation of current capabilities relative to each strand of GrowthDNA, as well as steps or changes, specific to your organization, that would enable you to maximize results and strengthen GrowthDNA. A verbal report is also available upon request.

**Investment:** \$9750 + travel if requested. The entire fee may be applied to the GrowthDNA program if you decide to enroll within 6 months of completion of the GrowthDNA Diagnostic and Action Plan.

## GrowthDNA Program

We start with the end in mind. What is the desired outcome for your company, for your employees, and for you? The GrowthDNA program not only helps you identify and deliver those outcomes but unlocks your organization's ability to achieve remarkable results year in and year out.

### How does it work?

There are four distinct stages, each building on the last. Each stage strengthens a different GrowthDNA strand essential to achieving your growth goals. While the program follows a sequence that builds GrowthDNA, each stage is tailored to your organization's strengths and challenges. By the time the program is completed the strands are intertwined, not linear, enabling synergies that drive higher levels of performance.

This comprehensive program leaves nothing out. You will have a world-class advisor working alongside you and your team providing new processes, new ideas, and over the life of the 12- month program, a transfer of knowledge and responsibility for the organization's growth results.

### The Four Strands of GrowthDNA

Market Intelligence Yields Confidence	Strategy Provides Clarity	Leadership Ensures Commitment	Results Require GrowthDNA in Culture
<ul style="list-style-type: none"> <li>• Use outside-in approach</li> <li>• Create custom discovery list</li> <li>• Conduct customer survey</li> <li>• Complete competitive analysis; Develop competitive map</li> <li>• Analyze and develop insights report on all data collected</li> <li>• <b>Deliverable:</b> Insights report including specific market-enabled growth opportunities and the <b>Confidence</b> to make bigger decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a strategy that answers the question, "What is the organization's potential?"</li> <li>• Complete the strategy funnel:               <ul style="list-style-type: none"> <li>• Overarching strategy</li> <li>• Strategic position</li> <li>• Value proposition</li> <li>• Product/Service mix</li> <li>• Customer Targets</li> </ul> </li> <li>• <b>Deliverable:</b> Strategy capable of delivering significant growth and <b>Clarity</b> to create alignment.</li> </ul>	<ul style="list-style-type: none"> <li>• Create project plan that includes prioritized initiatives, time tables, responsibilities and resource implications</li> <li>• Develop 12 month communication plan for the entire organization</li> <li>• Construct a dashboard of diagnostic and outcome measures to enable tracking of results</li> <li>• Formulate the financial plan resulting from initiatives</li> <li>• <b>Deliverable:</b> Written Comprehensive Strategic Plan that includes action from day one ensuring <b>Commitment</b> to implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish new decision-making process for strategic initiatives</li> <li>• Elevate quality of communication</li> <li>• Engage employees in delivering plan</li> <li>• Create synergies across organizational departments</li> <li>• Enhance team work</li> <li>• Develop additional recommendations for needed culture change</li> <li>• <b>Deliverable:</b> Changes in process and behavior consistent with a growth-minded <b>Culture</b>.</li> </ul>

**Methodology:** These strands are completed in sequence as each build on the next. Once established, they operate as intertwined strands, ensuring a dynamic rather than linear approach to strategic management. Each phase has its own deliverable.

- **Confidence:** Most, but not all, of this phase is accomplished virtually. A list of desired documents is generated and once available, usually in Dropbox or similar, analyzed for key insights. Research can also be executed virtually. However, interviews are usually conducted on-site as it yields better results. (4-8 weeks)
- **Clarity:** This phase includes two facilitated on-site meetings of a day and a half each approximately three weeks apart. (4-6 weeks)
- **Commitment:** Typically, this phase is completed on-site in two one-day meetings. Some assignments will be developed via virtual means. The comprehensive Commitment plan is completed within 4 weeks of having all needed documentation. (4-8 weeks)
- **Culture:** The remainder of the year is spent in this phase. Primarily, this stage involves communicating primarily with the internal leader of the GrowthDNA program, the person driving the change. At a minimum, there will be a regularly scheduled two-hour meeting monthly however, support is available any time a need arises. In addition, the leader will be invited to network with other executives in the program to exchange ideas and solutions.

**Investment:** \$71,000 for the 12-month program.