

RAPID GROWTH ASSESSMENT

ASPIRE

- Aligning your strategic priorities to define who you are, what game you are playing, and how you will win. The vision sets your mission and direction for how you can create value for your customer.

DISCOVER

- Customer-centric approach to gather and interpret customer insights to influence product development and go to market strategies to delight customers and create competitive separation.

DESIGN

- Rapid design processes that accelerate product development time-to-market that support customer needs. Faster, better, and at higher margins.

DEPLOY

- Go-to-market processes and tools to improve sales and marketing productivity and effectiveness.

AGENDA

RAPID GROWTH ASSESSMENT AGENDA

Pre-Work Phase	<ul style="list-style-type: none"> • Pre-consultations with Lean Focus regarding Strategic Plan, Strategy Deployment, Customer Journey Mapping, and defining priorities to focus on in a Growth Value Stream
DAY 1	<ul style="list-style-type: none"> • Introductions and Rapid Growth Analysis process overview • Growth Value Stream: Aspire, Discover, Design, Deploy • Map Business Functions into Pillars • Deliverables: Pillar mapping, Org. chart tied to pillars, Action Plan to assess current state work
DAY 2	<ul style="list-style-type: none"> • Functional Workbook: Best in Class (by function) • Audit by Function – Growth Playbook • Deliverables: Functional assessment vs. best in class, radar chart, growth tool mapping.
DAY 3	<ul style="list-style-type: none"> • Functional Workbook: Best in Class (by function) • Audit by Function – Growth Playbook • Deliverables: Functional assessment vs. best in class, radar chart, growth tool mapping.
DAY 4	<ul style="list-style-type: none"> • Functional Workbook: Best in Class (by function) • Audit by Function – Growth Playbook • Deliverables: Functional assessment vs. best in class, radar chart, growth tool mapping. • Growth Bridge summary (short term, medium term, and long-term opportunities) • Final reviews / Observations
DAY 5 (1/2 DAY)	<ul style="list-style-type: none"> • Final presentation with Growth Bridge summary (short term, medium term, and long-term opportunities) presented to leadership team
Post-Work Phase	<ul style="list-style-type: none"> • Growth Bridge Action Plan Development (short term, medium term, and long-term opportunities) • Deploy facilitated Kaizen Events to drive Action Plan and Growth Improvement Priorities



WHAT IS A RAPID GROWTH ASSESSMENT?

- The goal of a Rapid Growth Assessment is to identify opportunities to improve revenue, create efficiencies in growth processes, while maintaining customer value and satisfaction by impacting all aspects of the business.
- The opportunities will be quantified and summarized in a Growth Transformation Plan with emphasis on ROI and tools to use.
- The client selects which projects to complete with Lean Focus post-analysis.
- We execute kaizen events to capture the opportunities and transfer our knowledge to you.

WHEN TO USE A RAPID GROWTH ASSESSMENT?



Identifying & prioritizing the most impactful Strategic Priorities to drive Growth



Aligning Marketing & Sales activities to drive improved / increased sales wins



Assessment of targeted campaign opportunities for new or uncharted territory



Leverage existing customers and increase breadth of offerings



Attract new customers

- **New Products:** VOC - How are new products driven? Portfolio Management - How are new products planned and old products discontinued? New Product Launch - How are new products launched? Strategic Positioning and Pricing.
- **Building Demand and Brand:** Segmentation - What are unique pain points and attributes for customer segments? Brand Positioning and Value Propositions - How is sustainable competitive advantage created in each segment to win share? Demand and Lead Generation - How are campaigns used to reach and close more customers?
- **Delivering Sales:** Value Selling Practices, Territory Planning and Management, Sales Funnel Management, Channel Structure and Key Account Management.

HOW DO I GET STARTED?

REGISTER FOR AN OPEN COURSE AT LEAN TRANSFORMATION ACADEMY

- At Lean Focus, every business's transformation begins with its people. Through our Lean Transformation Academy, professionals of all levels are able to develop the skills and tools they need to deliver their organizations' results—real results.

SIGN UP AT: [LEANFOCUS.COM/LEAN-TRANSFORMATION-ACADEMY](http://leanfocus.com/lean-transformation-academy)

SCHEDULE A RAPID GROWTH ASSESSMENT AT YOUR COMPANY

- RGAs are ideal for an on-site approach with a focused, cross-functional team, led by Lean Focus.
- Up to 10 participants in an on-site kaizen event-style approach by which the participants learn how to properly conduct a Rapid Growth Assessment (RGA).

REQUEST A CONSULT WITH: APRIL.LEE@LEANFOCUS.COM