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 (ON-SITE – 5 DAYS)

5-DAY AGENDA	DESCRIPTION
Pre-Work Phase	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	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	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	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	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)	Final presentation with Growth Bridge summary (short term, medium term, and long-term opportunities) presented to leadership team
Post-Work Phase	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

GROWTH
A LEAN FOCUS PRACTICE AREA

RAPID GROWTH ASSESSMENT

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 impactive 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?

Schedule a Rapid Growth Assessment

Take the first step toward workspace transformation. Contact us today to schedule a consultation and discover how a Rapid Growth Assessment can elevate your organization's operations.

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