

Onsite Executive Session with Top Officer and up to 5 executives for 4 hours focusing on growth inhibitors and levers as diagnosed from Growth Gap Analytics..

Responsibilities

Advance Preparation--Client (submit 7 days in advance)

1. GG Self-Analysis completed individually by all participants
2. Client Profile Form



Advance Preparation--GrowthANSWERS

1. Review Client Profile Form
2. Review client website & collateral
3. Review individual Growth Gap Self-Assessments, consolidate, note variances
4. Preliminary Competitive Analysis (5)
5. Preliminary Customer Interviews (5)

Innovator Agenda



8:00 ORIENTATION

- Meet/Greet Introductions--Roles & Goals
- Here's what you told us, Here's what we understand
- Expected outcome--rules of engagement

8:30 EXPOSE the Growth Gaps

- Deep Dive into Symptoms--Get to the Root Cause (SOURCE)
- Categorize problems/issues--what are these costing your organization?
- Summary/Conclusion

10:00 CLOSE the Growth Gaps

- What if these inhibitors did not exist? (GAINS)
- Restate problems/issues in terms of business objectives
- Summary/Conclusion



11:00 Action Plan

- Today:
- Week 1:
- Week 2:
- Month 1:
- Month 2:
- Month 3:
- Month 4-6:

COST/COMPLEXITY QUADRANT

2. Easy/High Cost	4. Hard/High Cost
1. Easy/Low Cost	3. Hard/Low Cost

11:45 Individual Feedback

1:00- Top Executive Session (2 HRS):

- 3:00 • Discuss Learning Experience & Observations
- Internal Alignment
- Resources



Investment: \$2000



For more information on GrowthANSWERS, please visit www.GrowthAnswers.com or call 770-552-6028.