

# BUSINESS GROWTH FRAMEWORK

Create organizational alignment to pursue growth



## What is the Business Growth Framework Engagement?

The Business Growth Framework engagement teaches a comprehensive business growth methodology to a company's management team. Instead of a CEO carrying the burden of growth alone, the common framework allows the entire management team to be aligned through a common understanding of the rules of growth and how they change.

## WHAT DOES THE PROCESS LOOK LIKE?

A Business Growth Framework engagement is facilitated by a Certified Organizational ReWilding Adviser and consists of 6 – 8 meetings with the Leadership and Management Teams. Throughout the engagement, video content is used to communicate key principles to participants. The meetings walk the team through structured methods to diagnose what is going on in the organization, prescribe solutions that address challenges, and provide visibility to what can be expected in the future.

The discoveries and initiatives from the engagement are documented in a strategy book for the organization.

## HOW DOES IT BENEFIT A BUSINESS?

Companies that complete a Business Growth Framework engagement routinely experience these benefits:

- Common framework to understand how a business grows
- Shared language and principles for working ON the business
- A consensus view of current state of business
- Group alignment on the desired future state of business
- Identification of specific initiatives
- Organizations that were stuck able to now advance
- Stabilization after periods of rapid growth



## Does my organization need this element?

If you are facing challenges with an organization that has become stuck, a culture resistant to change, difficulty diagnosing and forecasting problems, failure to transition from an owner-centric to an enterprise-centric organization, or the lack of a common understanding in the leadership team as to how the company will grow, your organization will benefit from the infusion of a Business Growth Framework.

## Why is having a Business Growth Framework important?

Successfully navigating the changes that occur when a business is growing is difficult without an accurate roadmap. This roadmap should diagnose where a company currently is, prescribe specific actions that need to be taken, and predict what is coming next. The absence of this guide leaves the business leader frustrated from a trial-and-error approach.

To avoid stalling in a dead end or running hard in the wrong direction, a business leader needs a comprehensive guide. The value of such a guide is multiplied when it can be communicated to and shared by the entire leadership of the organization. The shared perspective allows for business leaders to effectively work ON the business instead of merely working IN the business. Businesses without a growth framework will either plateau or grow themselves into a state of chaos.