



## Growth Strategy Scorecard®

Understand Success Factors of Fast Growth Companies • Compare and Evaluate Your Growth Practices • Develop Strategic Alignment

Do you seek rapid and sustainable business growth? How well do you know your growth-related organizational strengths and weaknesses and how to improve them? Would you benefit from learning the proven management practices that are effectively executed in all fast growth companies?

Collaborating with Growth Strategy Partners, Fortegis offers to CEOs or Presidents of entrepreneurial and mid-sized organizations the Growth Strategy Scorecard®, a diagnostic program based on extensive research and surveys from over 500 CEOs of the fastest growing U.S. companies. The study indicated there are five areas that a business should focus on to grow effectively and consistently:

- Advanced Customer Management
- Effective Strategic Planning
- Robust Processes
- Superior Products and Services
- Strong Core Values

Based on these five critical practices, the Growth Strategy Scorecard® program includes an evaluation of how well you and your management team are prepared for superior performance using a proprietary Growth Stages of Excellence framework:

Growth Practice	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Advanced Customer Management	Target customers and value proposition not clearly defined.	Target customers defined. Weak value proposition. Customer rationalization not clearly defined.	Some custom solutions to targeted customers. Customer segments managed. Some rationalization. Few customer feedback mechanisms.	Targeting and managing customer segments with custom solutions. Customer profitability managed. Some direct customer feedback.	Custom solutions developed for targeted customers. Value proposition defined and known by customers. Customer profitability managed well. Good customer feedback processes.
Effective Strategic Planning	No strategic objectives or resemblance of goals	CEO driven objectives, mostly undocumented, with little input from team. No formal reviews. Multi-dimensional objectives	Strategic objectives defined, semi-effective process, not link to incentives, MOC understood. Link to processes.	Strategic objectives set by team but review and adjustment process lacking. No incentive links, MOC and processes linked.	Effective process for team based strategic objective setting. Review and adjustment process working. Incentives linked to objectives.
Robust Processes	Core processes not defined or measured	Core processes understood yet not defined or measured	Core processes defined, documented and measured. Semi-effective or efficient.	Core processes defined, documented, measured. Semi-robust effectiveness and efficiency. Continuous improvement efforts exist.	Core processes very effective and efficient. Good measurements. Technology applied effectively. Continuous improvement efforts exist.
Superior Products & Services	Products or services not differentiated. Value proposition not effectively defined.	Product & service value proposition understood yet not clearly communicated. Profitability known yet not managed effectively. Weak product development process.	Products & Services differentiated with unique value proposition. Profitability managed. Some rationalization exists. Product development process exists.	Clear products/service differentiation and value proposition. Profitability managed well. Robust product development process.	Superior products & services. Strong product development process. Maximization of product & service profitability. Technology leveraged.
Strong Core Values	Core values not defined. Little interest from leadership	Core values can be communicated yet not consistently. Not defined or documented.	Core values defined, documented and can be communicated by employees. Partial communication by employees. Partially "living" values.	Core values defined, documented and communicated by employees. "Living" some of values.	Majority of employees can recite values and believe company is living them. Strong self-ject mechanism.

In addition, various other tools and techniques are used to help you chart a course for improved growth.

### Key Benefits:

- Objective examination and analysis on your company's growth capabilities
- Assessment of leadership's strategic alignment
- Insights from internal stakeholder interviews
- Discussion of key findings, implications, and recommendations to rapidly improve your growth and achieve sustainable excellence
- Achieve leadership consensus on actions to take

### Approach:

You can receive results within just two weeks and using only a few hours of your time. The program consists of five simple steps: an initial meeting, your executive team completing a brief survey corresponding to the five proven growth practices, an interview with each executive, analysis of the data, and delivery of a customized 20 to 25 page report along with an on-site results presentation.

### Additional Opportunity:

Participants in this Growth Strategy Scorecard® program will have the opportunity to join our Growth Executive Advisory program at a 20% discount. This is a unique membership-based service that provides a set of integrated and complementary services in support of your ongoing growth needs, including business advice, decision support, benchmarking, research, networking and problem solving with peer executives, webcasts, retreats and much more.

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