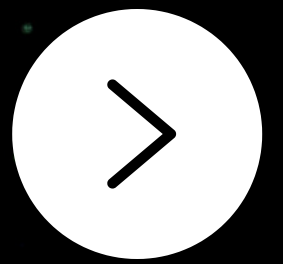


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**NEW PLAYBOOK
TO DRIVE GROWTH & POWER EXECUTION**

IMPACT²

created by Dom Neil-Dwyer

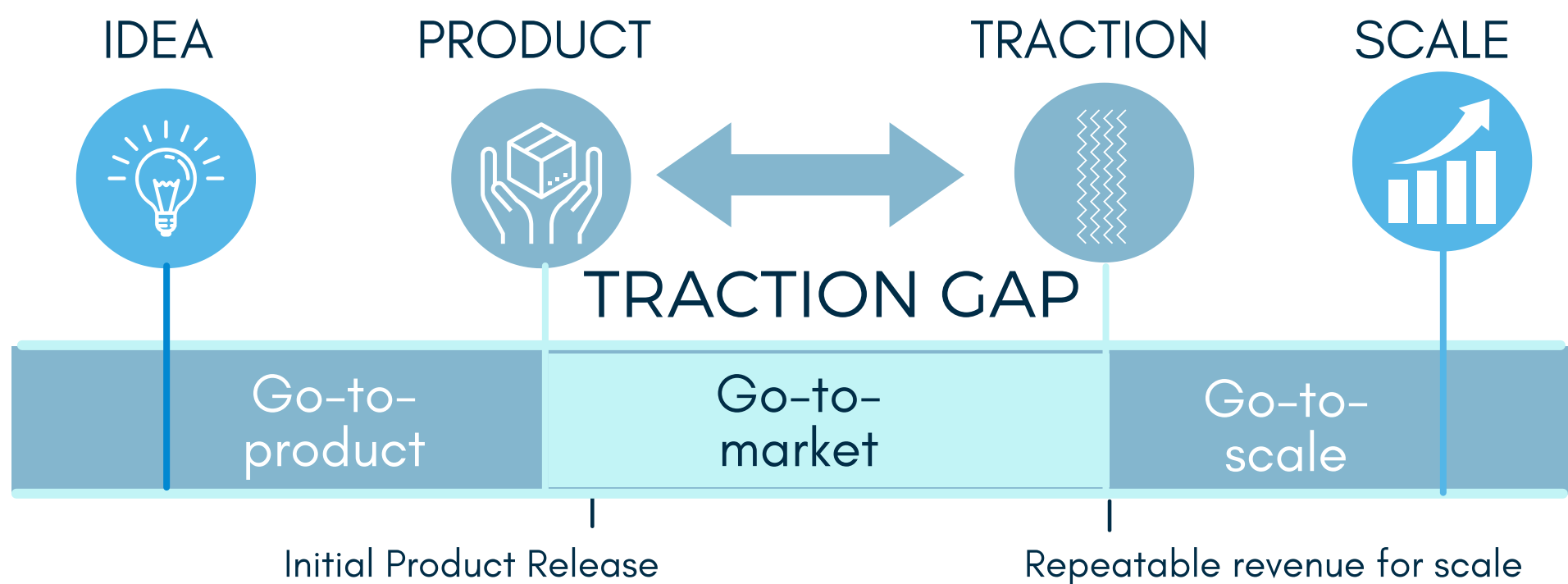


MINDSET + APPROACH + ACTIONS

#IdeasIntoGrowth

Dom Neil-Dwyer

BRIDGE THE TRACTION GAP



- 80% of start-ups fail in the go to market phase
- 75% of venture backed businesses never return cash to the investors

The IMPACT² framework is "market engineering" to **bridge the gap**

Source: Wildcat Ventures, various

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IMPACT²



A framework to

- ➔ Build the right culture, processes, and approaches to achieve growth.
- ➔ Launch new products at scale.

Built based on decades of experience launching new products and driving innovation.

Why IMPACT² ?

BECAUSE JUST IMPACT IS NEVER ENOUGH

IMPACT²



I

Intense Intent

M

Maximum Momentum

P

Powerful Propositions

A

Activate Audiences

C

Create Community

T

Tribal Teams

MINDSET, APPROACH + ACTIONS



I INTENSE INTENT

Start as you mean to go on

- Understand where you are in the journey
- Build a go-to-market plan for impactful intent
- Identify the goal and "True North" not just a plan
- An organisation-wide attitude of intensity
- Identify key metrics to unite teams to one goal
- Celebrate people and milestones frequently

Dom Neil-Dwyer



MAXIMUM MOMENTUM

Build market velocity at every opportunity

- A mindset & positioning, stand out be different
- Craft a narrative to drive word of mouth
- Get famous for something
- Find partnerships and advantage "stand on the shoulders of giants" to get elevated



POWERFUL PROPOSITIONS



Create moments and continually innovate

- A passion to make your customers feel something
- Create moments that matter in customer journeys
- Leadership for innovation and creativity
- Invite customers in, encourage them to co-create
- Turn failure into a positive, collectively test and learn



A ACTIVATE AUDIENCES

Beyond customers, engaging audiences

- Think audience, beyond basic buyer personas
- Create energy and engagement to inspire action
- Build impactful content: inform, educate, entertain
- Tell your story. Be memorable, be consistent
- Have a point of view

CREATE COMMUNITY



Longer term relationships with customers

- Engage from 1st touchpoint for lifetime value
- Map total customer journey to renewal
- Create moments of surprise and delight
- Hunger for feedback, empower the customer's voice

T TRIBAL TEAMS



Agile, powerful collaboration

- Establish agile processes with a rhythm
- Build belief to create unstoppable focused teams
- One go-to-market team purposeful clarity
- Plan for celebrating unthinkable milestones
- Unlock your brand foundations in shared values

IMPACT²



- I** Intense intent
- M** Maximum Momentum
- P** Powerful Propositions
- A** Activate Audiences
- C** Create Community
- T** Tribal Teams

Launch products and brands with maximum impact.

Unlock growth and momentum.

Apply IMPACT² and accelerate your growth.

SPARK
GROWTH
TODAY



Always strive for more than impact

STRIVE FOR IMPACT²

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Dom Neil-Dwyer