CULTIVATING BUSINESS | DEVELOPING SPATIAL AWARENESS

THE NATURE OF BUSINESS INSIGHTS.
UPGRADING PERSPECTIVE

GOOD

OPERATIONAL AUTOMATION

TECHNOLOGY

RESOURCE AUGMENTATION

SALES

MARKETING

FINANCIAL PERFORMANCE

POTENTIAL REALITY
Rooted In Spatial Evidence

"The depth of our experience, insights and observations provides the foundation that our vision is built on"

A Visual Sense Of Possibility

A vision establishes possibility and is a projection of potential success and attainment, it is a spatial perspective held as a comparison of a projected idea.

So how do we understanding what a good business vision looks like?

And how do we improve our chances of implementing upgrades that can fast track growth and equity?

FACT: Most Businesses Have A Vision.

Let's be brutally clear and not make the same mistake most business leaders fail to appreciate when it comes to projecting growth.

Which is this:

The vision of a business is the responsibility of all leadership and not an idea that can be condensed to a simple paragraph in the hope of inspiring good outcomes.

Unfortunately, most businesses are deficient of anything resembling a long-term vision. Too many businesses have become a going concern with a short-term mirage masquerading as something they are not - which is far from sustainable.

A great way to determine if a business has a sustainable vision is to examine the type of stakeholders it inspires and or develops - these are usually the people who are likely to support the business and believe in it's projections.

To achieve a successful business growth upgrade, you will need insight. The chances of wasting time, money and energy are high when awareness is absent..

60-65% of People Use Visual Thinking As The Fastest Way To Learn Anything

This is why we have created this framework for business owners and entrepreneurs. We have chosen to use the magnificence and simplicity of nature to represent the canvas for examinations of sustainable business models.
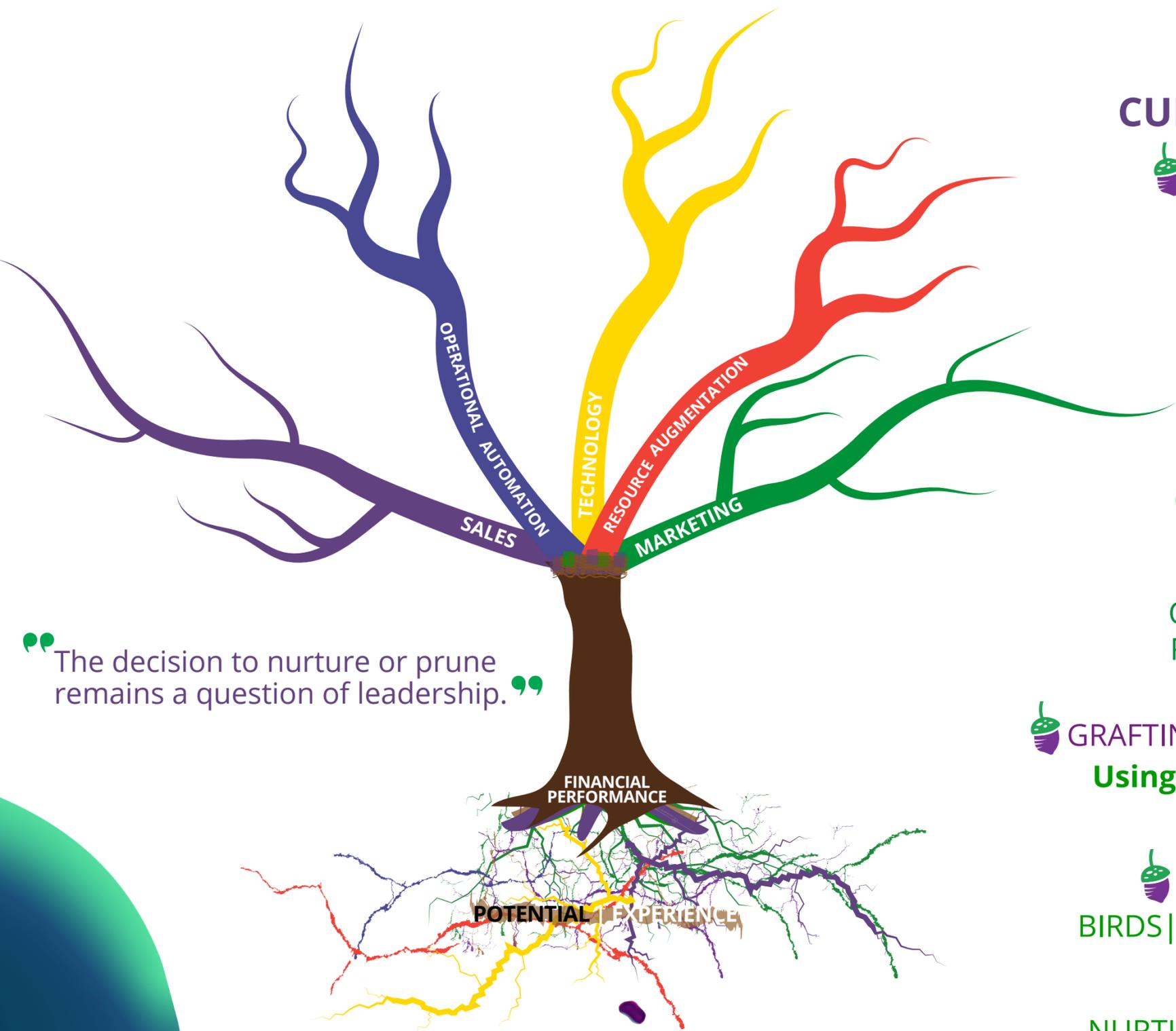
DISCLAIMER

Gulth Group's frameworks have been created to provide insights into the feasibility of going concerns and their ideas. The concept of our frameworks were created to assist explorations and support investment criteria for business entities. The concepts presented have been curated to provide a pictorial synopsis using experience and research based observations.

SIMULATING THE NATURE OF BUSINESS

IMAGINE THE MARKET LANDSCAPE
EACH INDUSTRY AS A FOREST
EACH BUSINESS A TREE

It may start as a seed of thought, but once it becomes more than a figment of imagination and it qualifies as an idea and with a little deliberate action it can be more.

OPERATIONAL AUTOMATION
TECHNOLOGY
RESOURCE AUGMENTATION
SALES
MARKETING

FINANCIAL PERFORMANCE

POTENTIAL | **EXPERIENCE**

The decision to nurture or prune remains a question of leadership.

CULTIVATING BUSINESS

THE ROOT SYSTEM
Configuration
Capacity
Deep Learning

The TRUNK
Financial Performance
Measurements
Events

5 x ARM BRANCHES
Sales
Marketing
Operational Automation
Resource Augmentation
Technology

GRAFTING GROWTH - CANOPY BRANCHES
Using: 6 Steps To Fast Track Feasibility
Big Ideas | Shaping Goals

ORGANISED ORGANISMS
BIRDS| BEES | FRUITS | FLOWERS | LEAVES

MANAGE
NURTURE | REAPING |SOWING | PRUNE

Focus on designing your business and constructing each element naturally.

MORE THAN A PLAN

Develop an innovative perspective that illustrates the true nature of your business.

Capturing each idea, service and product as an element of the tree

The objective is to represent the many-dimensions of your business visually in a natural manner.

Cultivating your insights and learning the true nature of your business.

CREATING THE WHOLE
CURRENT STATE CONSCIOUSNESS

Gulth

"The idea is to depict insight that formulates a depth of understanding that invokes growth and improves decision making. - Denham

(Tree diagram with branches labeled: OPERATIONAL AUTOMATION, TECHNOLOGY, RESOURCE AUGMENTATION, SALES, MARKETING; trunk labeled FINANCIAL PERFORMANCE; roots area labeled POTENTIAL EXPERIENCE)

START HERE

BASIC MOCK-UP
1. What customer/s do you serve? e.g. 80/20 - what does your customers do?
2. What products and services do you serve them?
3. How do you serve them? e.g. Online & Remote channels / Physical presence / Fixed Locations
4. What does your team look like? e.g. Employees / Partners / External Resources
5. What tools do you use? e.g. Assets like software, portals & other machines

SIMPLE BY DESIGN
1. **Canopy Branches:** These are ideas and their goals, they attach to arm branches
2. **Fruit :** These are products and services (They can be rich, ripe or rotten:seeds)
3. **Flowers & Leaves:** These are customers and lessons (They can be blooming, thriving or dying)
4. **Bees:** These are internal or augmented resources (They can be productive, busy or flightless)
5. **Hives:** These are focused teams (They can produce or provide)
6. **Birds :** These are observational influences/characters. e.g. competitors, management, cohorts
7. **Nests:** These are platforms & channels. e.g. Social Networks, Associations and Groups

A LITTLE DEPTH
1. **Roots:** What systems are working well? Use arm branch color coding.
2. **Roots:** What processes are working well? Use arm branch color coding.
3. **Roots:** What teams & resources are working well? Use arm branch color coding.
4. **Roots:** What is paying the bills? Use arm branch color coding.
5. **Roots:** What is absorbing cost? Use arm branch color coding.

THE USE OF VISUAL ILLUSTRATIONS PROVIDE A HIGH-LEVEL OVERVIEW FROM WHERE INDEPTH ENQUIRIES CAN BE MADE.
Demystification is defined as the removal of mystery, suspense or confusion surrounding a subject.

CREATING POSSIBILITIES
## VISUALISATION OF COMPLEX CHARACTERISTICS

"The idea is to develop insights that help generate equity for stake holders. Equity is what is bought and sold. Investors do not buy forecasts, they are nothing more than a projected thought resembling an idea, which is worth-less. - Denham

Gulth

FINANCIAL PERFORMANCE
Visual Rings : Divulge - Who cares? Remember, we are illustrating not reporting.

e.g. Net Profit | Net Income V Previous Year
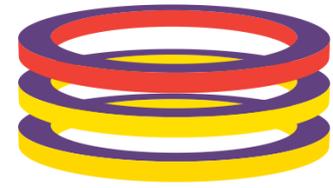
Year 3 : Red : Net Profit less than previous year
Year 2 : Gold : Net Profit greater than previous year
Year 1 : Gold : Net Profit

Colors and symbols can be used for ratios and other measurable known-knowns. e.g. P/E or Dividends

e.g. Quarterly Budget Reporting

Exceeded Stretch Target

Achieved Budget

Under Budget

e.g. Critical Events

Merger

Acquisition

Carve-Out

Demerger

For larger organisations these critical event markers can also be used on Arm Branches to represent vertical or horizontal events

FINANCIAL PERFORMANCE

POTENTIAL EXPERIENCE

When it comes to reporting, a picture paints a thousands words and saves time and energy. The above symbols are some of the more common examples we use to paint our observations of businesses - using simple illustrations improves collaboration and invites unique perspectives.

TRY IT:
CREATE A PICTURE OF A BUSINESS YOU KNOW - AND SEE JUST HOW MUCH EASIER IT IS TO EXPLAIN YOUR INSIGHTS.

ALL BUSINESSES ARE GOING CONCERNS, IN THEIR SIMPLEST FORM THEY ARE AN ORGANISED STRUCTURE PROVIDING A VEHICLE FOR LIVING ORGANISMS.
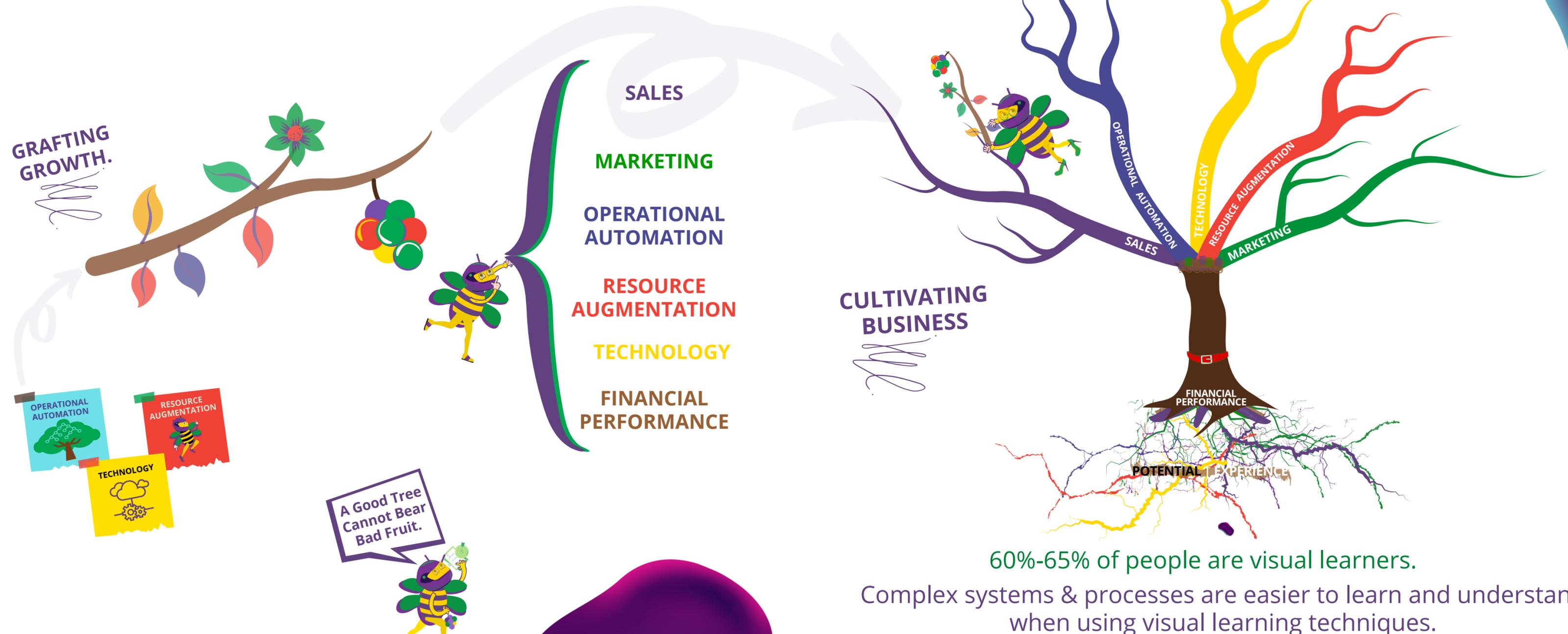**Demystification is defined as the removal of mystery, suspense or confusion surrounding a subject.**

Our goal is to help take your idea from concept to implementation.

At Gulth Group we often use spatial reporting techniques to simplify complex business topics. Our Grafting Growth & Cultivating Business series captures a holistic and unique picture of how businesses, ideas and goals are integrated into standard business models. Our Cultivating Business framework represents an interpretation of a current state and provides a powerful spatial and visual representation using observational management techniques. The outcome is to capture the unique attributes of a business and improve insights that help develop the chances of a successful future.

Everything on the tree provides a narrative representation and forms the story of nurturing growth, and illustrates an account of incidents or events.

DIRECTION IS THE OBLIGATION AND RESPONSIBILITY OF LEADERSHIP. IN BUSINESS THE FUTURE STARTS ON A REGULAR BASIS AND PROCEEDS OFTEN TO IT'S NEXT FORESEEABLE DESTINATION - OR NOT.

GRAFTING GROWTH.

SALES

MARKETING

OPERATIONAL AUTOMATION

RESOURCE AUGMENTATION

TECHNOLOGY

FINANCIAL PERFORMANCE

CULTIVATING BUSINESS

OPERATIONAL AUTOMATION

RESOURCE AUGMENTATION

TECHNOLOGY

A Good Tree Cannot Bear Bad Fruit.

OPERATIONAL AUTOMATION

SALES

TECHNOLOGY

RESOURCE AUGMENTATION

MARKETING

FINANCIAL PERFORMANCE

POTENTIAL EXPERIENCE

60%-65% of people are visual learners.

Complex systems & processes are easier to learn and understand when using visual learning techniques.

DENHAM SENEVIRATNE
CEO & Founder - Gulth Group

Denham @ Gulth.Com

#OneGulth

Whether serving owner managed businesses or small to medium enterprise companies, our goal is to overcome business challenges and uncover the potential for growth.

OBSERVATIONAL AWARENESS

Building insight into business models, processes and systems is something I continue to invest in and I highly recommend you consider what I am sharing, but only if building a sustainable business is of interest to you.

I know it can be overwhelming even though we have an ever increasing volume of advanced technologies connecting people and businesses - surely we are improving our chances of success?

Here's the thing, the chances of running a successful business is rare and the odds of failure remain far greater. No matter how optimistic you are, the truth is, building a sustainable business is challenging.

- Can you imagine something that grows organically and naturally?
- Can you picture any thing your working on that is truly sustainable?
- Can you visualise anything that can match or surpass the quality of nature?

Here is a crazy business idea - let's use nature as the primary example of how to build a sustainable business. Sound crazy?

What's crazy, is that anyone can imagine running a business using anything but nature as the standard of excellence by which growth is nurtured.

It's so obvious, yet most businesses fail to consider it's viability.

Personally, I can think of no better ingredient for a young or established business than sound leadership who understand the magnificence of nature and it's abundant lessons.

"The jockey is more important than the horse"

The horse is what amateur punters are backing when they gamble, Mature investors know that even a humble mule can succeed with a good rider in the saddle. Leadership is what matters, and what's even more important is the nurturing qualities of leadership.

Nurturing is such a natural quality that strong leaders possess. It's a mature and selfless quality - the term 'mother-nature' comes to mind when I picture this quality, and who better to look to as a magnificent creative and innovative example.

What type of leadership qualities do you **see** that has the greatest potential for sustainable growth?

Before you decide how to nurture your business growth consider how growth is nurtured.

"Any fool can see the magnificence of nature, they just don't understand what it's teaching them - I guess that makes them ignorant fools"

Denham

BUSINESS TURNAROUNDS | MANAGEMENT CONSULTING | SUPPORT SERVICES