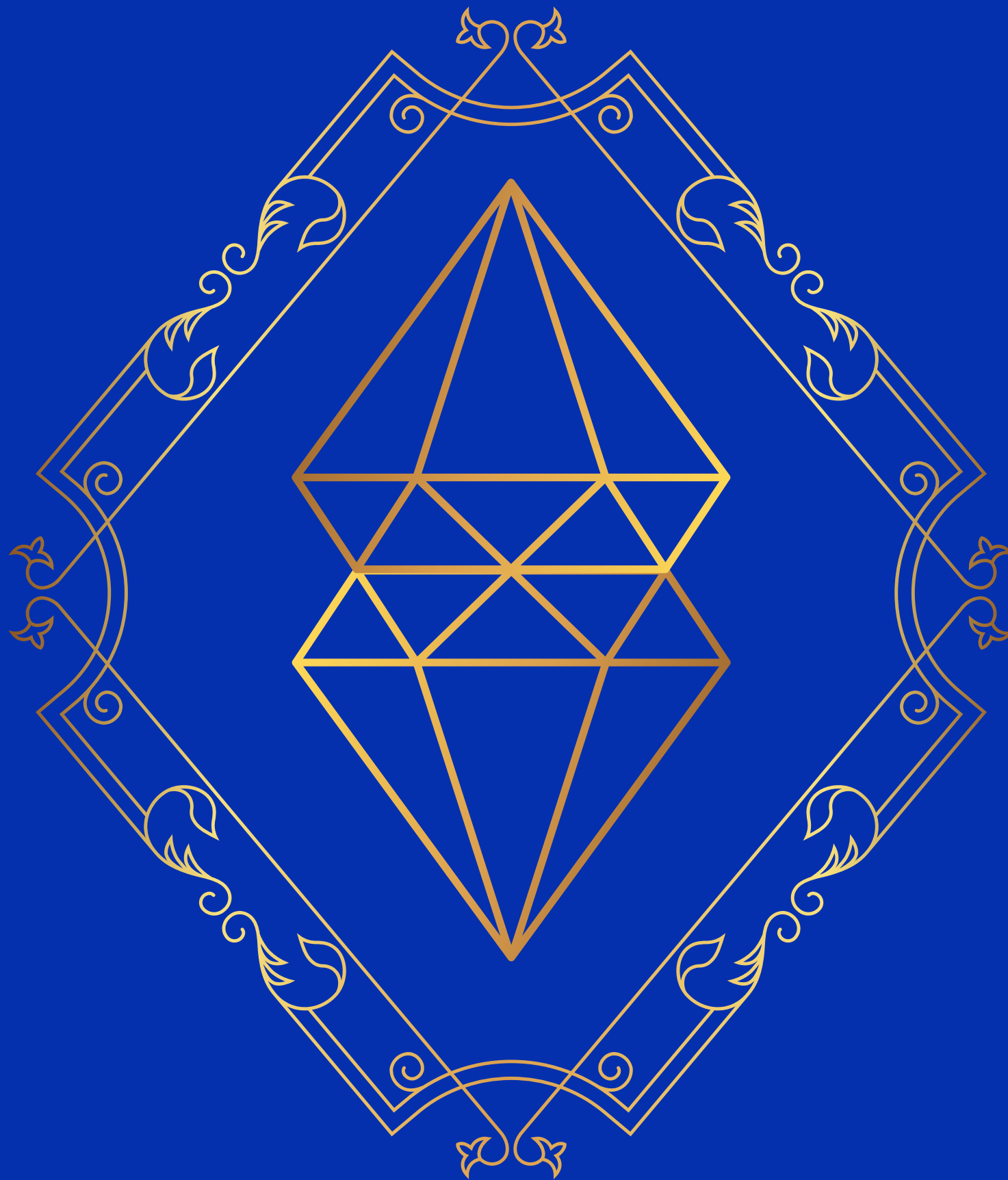


The Growth System

7 steps to value creation



Engagement Model

Strategic Focus

Line of Sight



Clarity from Culture to Commercials

1

<u>Step 1 outputs</u>
Business Performance Baseline
Value Creation & Financial Health Assessment
Business' Product, Brand, & Customer value drivers
Business' Digital Market Presence
Operational Performance & Productivity Understanding
Leadership Cultural & Strategy Alignment Baseline
Investor Readiness & Business Value Metrics

Strategy Focus + Alignment Facilitated Workshop

Covering Everything in Step 1
and Preparation for the full
process.

Quantify: Define the Growth Opportunity

2

<u>Step 2 outputs</u>
Market Potential & Opportunity Map - Pipeline Build
Market Growth & Profit Pool Confirmation
Customer Segmentation, Product, Service, Pricing Benchmarks
Share of wallet & retention potential
Route to market channels, go to market baseline
Geography & Sector Heatmap
Realistic trajectory & pipeling, based on budget, pipeline, retention + success rate

Compete: Learn from the Market

3

<u>Step 3 outputs</u>
Competitive Landscape Map
Competitive Win Program and Roadmap
Profit Pool Analysis Benchmark
Selected Competitor Deep-Dives
Operational Efficiency & Financial Comparison

Align: Internal Focus & External Vision



<u>Step 4 outputs</u>
Proof of Internal Strengths and Weaknesses
Key, clear and relevant External Opportunities and Threats
Strategic, Product, Brand, Market Fit
Value Creation Alignment Map
Risk Assessment + Appetite; Growth vs Risk and Investment
Priority Actions + Leadership Alignment
Clarify Strategic Readiness + Build Growth Action + Milestone List V1

Inside-Outside-In Advantage Facilitated Workshop

- **Inside–Out: Defining Core Strengths, Recognising Weaknesses**
- **Outside–In: Understanding Market Forces**
- **Interface: Aligning the Two Worlds**

Plan: Ambition
Prioritise to Execute



<u>Step 5 outputs</u>
Ambition Trajectory 3-5 years
Financial Trajectory + Ambtion Gap Analysis
Resource & Capability Assessment (People, Systems, Operations)
Funding & Investment Requirements
Value Creation & Impact Analysis Roadmap 3-5 years
Scenario Planning, M&A Opportunities
Leadership Alignment

Deliver: Make Growth Real + Sustainable



<u>Step 6 outputs</u>
Transformation Program Office Set-up
SMART Growth Objectives & Key Results for years 1 to 5
Governance, Terms Of Reference, RAIDS, Completed Templates
Project Sponsor, C-Suite Steering, Workstream Leaders defined.
Full Data Pack
Business Case Build + Template for Investment Scenarios
C-Suite + Board Ready Dashboards and Presentation Packs

Maintain: momentum, cadance & accountabilty



<u>Step 7 outputs</u>
Hands-On Execution of Transformation Program
Weekly Cadence Calls as Needed
Monthly, Quarterly Steering and Leadership Meetings + 1-1's
Step 7 can apply to all levels and specialist requirements

Investment

<u>Products</u>	<u>Investment</u>
Steps 1 to 6, Modular PAYG	£6000 +VAT Per module
Steps 1 to 6, Playbook; Coaching & Guidance for Self Delivery.	£1950 + VAT Per Module
Step 7 + Momentum Retainer	£2950 +VAT Per Month
Facilitation; Speaking + Bespoke Facilitation Steps 1 to 6 Workshops The Strategy Smith Week	Price on Asking
10 & 20 Day Critique & Sprint; Day Rate Applies	£1195 + VAT Per day
Enterprise & Specialist Support; Following Submitted Proposal; Time + Materials Day Rate Applies	£1195 + VAT Per day