



Revenue Growth Plan Development Training for Small & Medium Businesses

Onsite 5 days, 8hrs per day (40hrs) class size 5-8 students

Training Description:

This series of five, 1-day workshops provide a comprehensive understanding of how to develop a differentiated growth plan for your business.

Participants will learn:

- How to understand their revenues by source in context, with the available growth capacity of their business leading to valuable new insights and actionable strategies for growth.
- How to apply the Integrated Growth Framework in a disciplined approach that leads to a sustainable management framework for growth which addresses the quality of their revenue and provides a long-term mechanism to manage their growth.

When all training is complete, participants will have developed a portfolio of Investable Growth Initiatives for their company to support growth actions going forward.

Training Objective:

These workshops will teach participants how to answer key questions around growth planning and execution.

Key Questions:

- How do we keep the business we already have?
- How can we leap ahead of our competitors?
- Can we create an advantage in emerging growth areas?
- What new market segments (product, channel, geography) have the potential to grow rapidly?
- How can we better leverage the capabilities we already have?
- What new technologies do we need to invest in, and what is best way to acquire them?

Skill Attainment:

The participants will learn:

- A disciplined, methodical approach and how to apply the supporting tools, to identify, plan and drive growth in their companies, and will be able to apply these skills immediately to their business.
- Use the Sources of Revenue to understand their revenue performance with similar clarity to how they understand their cost performance.
- How to build a Fields of Plan to see a more comprehensive growth picture for their companies
- How to do Market Research to inform their decision making
- Developing a portfolio of Investable Growth Initiatives to plan, guide and execute future growth
- Understanding how to activate capacity in their company that can be applied to growth

These Skills are transferable within the company and are highly desirable.



Training Agenda:

Workshop 1 (day 1)– The Sources of Revenue Growth Framework

In order to identify opportunities for revenue growth, companies first need to have a much more granular understanding of their revenues in much the same way they do their costs. Further they must be able to identify how their resources are currently being deployed so that they can redirect them to growth opportunities. This first day participants will be introduced to the Sources of Revenue Framework (SRF) and the Growth Resource Framework (GRF). Participants will learn how to recast their historic revenues into the 5 sources of revenue and how to understand their resource utilization. They will also develop Situation, Complication, Question (SCQ) analysis of their business. This is a technique to frame the strategic challenges at the front end of the process. Participants will learn how to apply these tools to analyze the past performance of their business. Topics discussed will include:

- The Sources of Revenue, why they are so revealing and how to develop them
- Why the Sources of Revenue should be incorporated in all aspects of growth strategy
- How do develop the key questions about their current business situation
- How to identify current resource utilization

Workshop 2 (day 2) – Identify Areas for Revenue Growth

During this workshop we will assist the company to develop new growth insights from the Revenue Bridges developed by the participants following the first workshop. Participants will be guided to reflect these new insights in a Fields of Play (FoP) map to identify specific areas where growth opportunities may exist. Lastly, participants will learn how to quickly and inexpensively inform the FoP with external market research. Topics discussed will include:

- What new insights do the SRS bridges reveal about their business?
- How do we collect these insights into a simple yet powerful visual tool (FoP) to identify potential growth areas
- How does market research enrich the growth picture?

Workshop 3 (day 3) – Developing Growth Concepts

This workshop is focused on showing the company how to turn the broad areas of growth identified in the FoP into specific Growth Concepts (initial ideas). Participants will learn how to apply the market research that they have developed in workshop 2 into a series of Growth Concepts utilizing the Growth Concepts framework. They will then learn how to reflect these Growth Concepts into a preliminary Pro-forma SRS Growth Bridge. Topics discussed will include:

- How does market research and growth insights turn into actionable Growth Concepts reflected in a Growth Opportunity Concept?
- What is a Growth Concept?
- How to select which Growth Opportunities should become Growth Concepts
- How do we develop an initial SRS Growth Bridge?
- Certification Process Exercises
- Audit as a Tool for Assessment Exercises



Workshop 4 (day 4) – Investable Growth Initiatives

Not all Growth Concepts should be incorporated into the final growth plan. The companies need a formal way to determine which concepts are the best and can go ahead. This is where Investable Growth Initiatives are important. They need to understand what the investment is, what kind of return it will have and how they will resource it in the most efficient way. In this workshop we will guide the company in how to select the Growth Initiatives, resource them using the Growth Resource Framework and to understand the pro- forma revenue from the resulting Portfolio of Investable Growth Initiatives. Topics discussed will include:

- How to select the best growth opportunities and reflect them in the investable Growth Initiatives Framework
- How to identify resources utilizing the Growth Resource Framework
- How to roll all this up into a Final SRF Revenue Bridge

Workshop 5 (day 5) – The Growth Plan

This workshop is focused on how to finalize their Growth plan and make it actionable. The participants will be guided through how to take the capacity that they have identified utilizing the Growth Resource Framework and to develop the Integrated Actionable Growth Plan. Topics discussed will include:

- How to apply identify the Activated Capacity identified through the Growth Resource Framework to resource the Growth Initiatives
- How to develop a simple to understand and communicate Integrated Actionable Growth Plan
- How to incorporate the Sources of Revenue to the operations to help drive future results.