



GROWTH STRATEGIES

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GROW OR DIE!

“Pursuing incremental improvement while rivals reinvent the industry is like fiddling while Rome burns” – Gary Hamel

Your company is either growing and advancing or stagnating and dying. You could make a long list of companies that were at one time dominate in their field only to become an also ran as they became eclipsed by the competition or failed to change with the times. To be successful over the long term, a company has to be good at Reinventing itself.

Growth doesn't happen by accident. It has to be planned and driven by leaders.

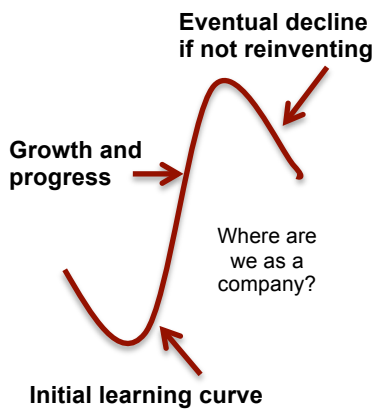
“When you stop growing as a company you are on your way to extinction” – Daren Martin

A Few Ideas

1. Do a gap analysis – 1. Left column – Way it is. 2. Right column – Way we want it to be. 3. Center column – What we have to do to get there.
2. Conduct a scenario planning day where you scope 2-4 potential scenarios that could occur over the next 5 years and how you would respond as a business.
3. Implement an online collaboration/idea tool and get the whole company involved in creative innovating.
4. Reinvent your business from the ground up. What would you let go of if you started from scratch today? What would you retain? What would you do different?

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STANDARD LIFE CYCLE OF EVERY COMPANY



Want to grow your company? Contact me.

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As a company we...

Disagree! Agree!

1. Constantly look for ways to grow	1	2	3	4	5	6
2. Invest time, energy, and resources into growing as a company	1	2	3	4	5	6
3. Hire people who bring new and fresh ideas to our business	1	2	3	4	5	6
4. Would rather try something new that doesn't work then never try anything new	1	2	3	4	5	6
5. Are willing to challenge the status quo in our industry and internally within our own company	1	2	3	4	5	6
6. We are risk tolerant	1	2	3	4	5	6
7. Evaluate new ideas based on their potential to advance the company	1	2	3	4	5	6
8. Reward people for new ideas	1	2	3	4	5	6
9. Are willing to let go of established areas of the business if we believe it leads to progress	1	2	3	4	5	6
10. Are not wed to any particular product or offering if change is needed	1	2	3	4	5	6