

## CHALLENGE SUMMARY 3

Leadership Team  
Support Materials

## IS YOUR BUSINESS GROWING FAST ENOUGH?

*If you continue to do what you have always done, you will continue to get what you have always got. ANON*

### So if we accept this wisdom...

it follows that you as the business leader will have to change some of the things your company does at the moment if you want to grow – never an easy task!

### But what do you change?

Cherry-pick a new methodology or a new software tool or a new process or even new people and you will get it wrong. Whilst each of them is capable of making a difference the reality is that in most cases they fail to deliver on their full potential.

**Why?** Because single point solutions tend to focus on the **symptoms** and not the **causes** of growth enablement.

*"With a comprehensive measurement system we can clearly identify priorities and assess effectiveness of growth change programs, a very smart management tool"*  
*Senior Manager, Major UK Telecom*

**What is actually needed** is an enterprise solution based upon an in-depth analysis of what is helping and hindering your growth at the moment – do that and you can build the solution that will deliver on the growth you are looking for.

### But don't take our word for it:

The **Harvard Business Review** reported in May 2018 that effective organisations out-perform their worst competitors by a factor of 15 to 20.

And the **Financial Times** reported in March 2019 that those companies experiencing the highest rates of growth were those where the leadership team ran their businesses as smoothly as a Swiss watch.

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