



7 AREAS

Blocking

Your

Growth



Are you struggling to get your business on a growth path?

The market lacks a purpose-driven, integrated framework of business growth.

Coaches, authors and business gurus of varying credentials have proliferated worldwide, with some claiming their content as “one size fits all.”

This has resulted in confusion for the CEO and their leadership teams, unintentionally hindering the development of healthy and impactful companies.



1 Leadership

Build an executive leadership team that is authentic, healthy, and aligned

Companies waste time, money and effort on growth initiatives that don't bring the expected success. It's because many of them start at the wrong end.

The health and success of your organization begins with the intellectual, physical, and emotional health and skill of the CEO. Only then can it expand to the well-being of the senior leadership, and filter through the collective culture, teams and individuals in the organization.

The 7 Attributes of Agile Growth® helps CEOs work on their ego and become more humble, confident and disciplined - all key characteristics of successful CEOs worldwide. Only then can they create an executive leadership team that is aligned in its vision, continuously seeking to perform at a high level of engagement and is entrusted by others to lead the company forward.

Tools that can help you

- Personal Why / Team Why
- Core Values
- Core Purpose
- Core Functions
- Leadership Resilience
- Leaders are Learners



2 Talent

Have the right people to build a culture of accountability, which delivers results

If you asked CEOs if they would enthusiastically rehire everyone on their team, most of them would probably answer: No. Instead of creating high-performing teams, many organizations are held back by employee drama, absenteeism, high turnover, sub-par work, and infighting.

We help CEOs manage these symptoms of employee disengagement by creating a culture of accountability that engages their team and inspires them to do their best work.

Using the 7 Attributes of Agile Growth®, CEOs will be able to assess and manage their talents and transform their organization into a dedicated team of A-players who deliver extraordinary results.

Tools that can help you

- Team Health - 5 Dysfunctions
- Talent Assessment ABC
- Ideal Team Player
- Talent Selection
- War for Talent
- Team Development



3 Strategy

Develop a clear, differentiated strategy that drives top line revenue

If companies struggle to achieve the revenue growth they want, it is most likely a strategy issue.

We help companies to build a differentiating strategy by creating an attribution map, identify their ideal customer and clarify the value drivers that influence their buying decisions.

Working with the 7 Attributes of Agile Growth®, leadership teams will have all the key components to craft a highly differentiated and executable strategy that will assure strong top-line revenue growth.

Tools that can help you

- BHAG
- Profit per X
- SWOT/SOAR
- Activity Fit Map
- Attribution Map
- Strategic Targets/Key Thrusts



4 Execution

Systematically and efficiently convert revenue into profit

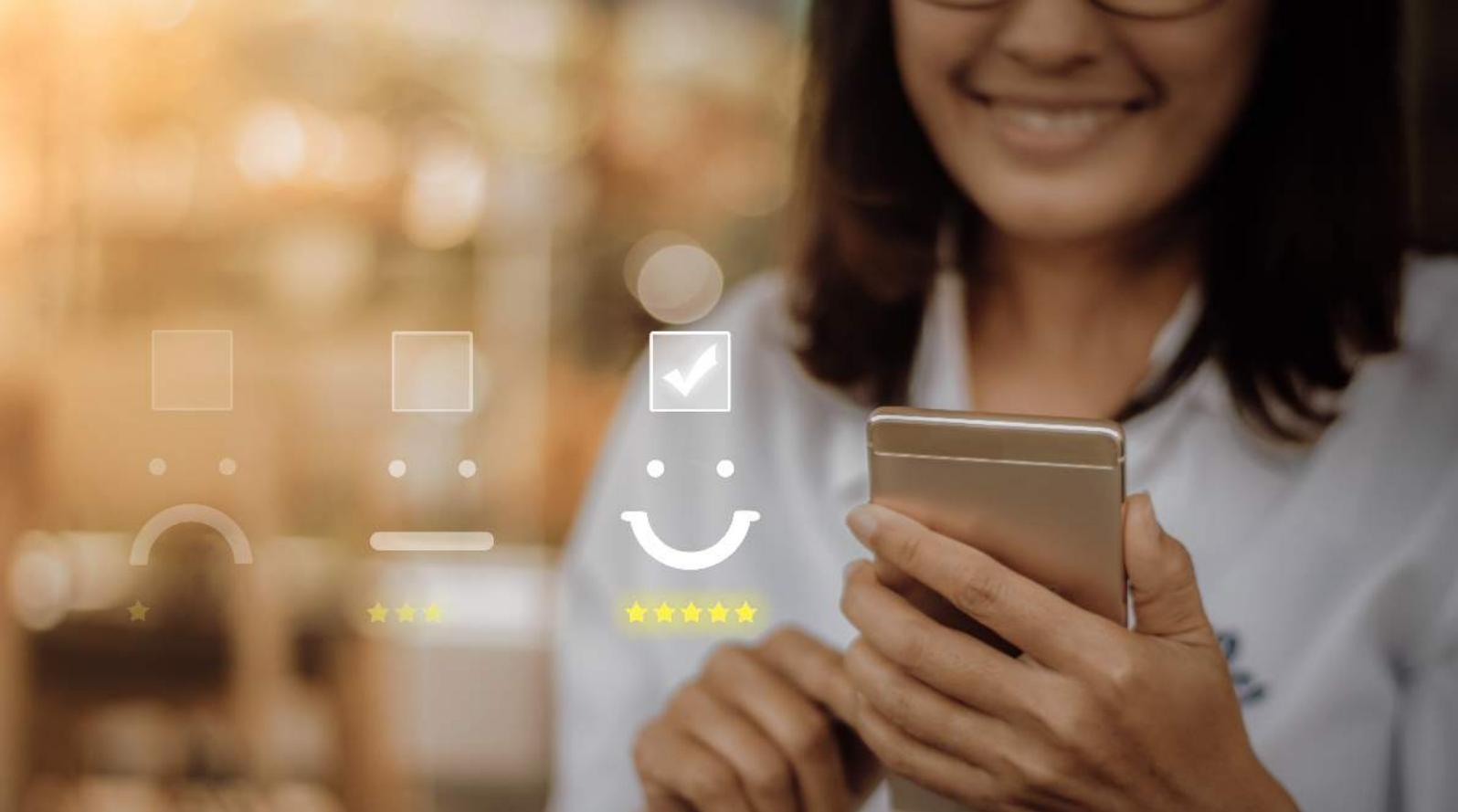
The best strategies and market opportunities in the world mean nothing if companies are not able to get the work done. If your revenue is increasing but your profit isn't, you probably need to re-evaluate how you are executing your strategy.

We help businesses systematically and efficiently convert revenue into profit: By setting the cultural foundation for excellence, setting priorities, systems and processes for successful execution, specify Key Performance Indicators (KPIs) and setting a clear and repetitive communication rhythm.

Using the 7 Attributes of Agile Growth® framework will give you the resources and tools needed to effectively execute your strategy, improve profitability, and give the leadership team time to work on their business.

Tools that can help you

- The Execution Clock
- Balanced Metrics
- Top 3 to 5 Priorities
- P4 Priorities (Personal)
- The 13-Week Sprint
- Communication Rhythm



5 Customer

Define your ideal core customer, their problem to solve, the promise you make, and the experience to delight them

People make decisions based on emotional value first, and then support their decision with logical value. Despite that, most companies still communicate data instead of appealing to buyers' emotions.

We help you build a brand promise that differentiates your offering from your competition, is measurable with KPIs and meets your customer's needs. And, we convert it into a compelling customer experience flow. In order to effectively execute your strategy, we help you gain insights on your ideal core customer, identifying the most pressing emotional and rational problems you solve for them.

Using the 7 Attributes of Agile Growth® framework, you make sure your core customer, customer life-cycle and brand promise are well aligned, making it easier for your company to accelerate sales growth.

Tools that can help you

- Core Customer
- Problem to Solve
- Brand Promise
- The Customer Journey
- Words you Own
- Net Promoter Score NPS



6 Profit

Have abundant cash available to fuel your growth

Profit is a company's fuel for growth. And the lack of it is the main reason stopping companies from scaling up their business. While most CFOs have established metrics, benchmarks and systems to count and account for cash, few companies use cash as a driving metric on their path to growth and vitality.

We help you unlock the full power of cash flow in your organization. Understanding your cash conversion cycle, profitability analysis, cash flow story & productivity, you will be able to reduce the impact that growth will have on your cash reserves. Establishing a smart cash strategy will enable your company to have a consistent flow of cash to fuel future growth.

The 7 Attributes of Agile Growth® framework will provide you with the right tools and resources to help you assess where you can save money and create a cash reserve to facilitate long-term success.

Tools that can help you

- Cash Conversion Cycle
- Profitability Analysis
- Labor Efficiency Ratio
- Power of One
- Fundability Optimization
- Company Value



7 Systems

Have the right infrastructure, processes, and technology to scale efficiently and profitably

Business systems either enable a company's strategy to be enacted effectively or they cause constant pressure points that require time-wasting resolutions. In the pursuit of growth, companies often get distracted from identifying and optimizing their core processes. As a result, they are not well documented, lack accountable leadership, and are poorly measured in growth companies.

We help organizations study, design, improve, measure, and refine a set of value generating processes to produce efficiency and economic optimization. This way, you can focus on how to achieve the predictable results needed to grow your business.

Using the 7 Attributes of Agile Growth® framework, CEOs will be able to build agile growth companies and make sure they have the right systems in place to deliver value and scale profitability.

Tools that can help you

- Change Management
- Effective / Efficient Processes
- Technology Mapping
- Information Management
- Incremental / Disruptive Innovation
- Decision Making Process



The 7 Attributes of Agile Growth®

The 7 Attributes of Agile Growth™ brings clarity to this confusion. It is a practical framework for agile business growth, enabling companies to scale their leadership, culture and financial results.

It provides the tools, community and resources to help CEOs accelerate their companies business growth with a purpose-driven mindset. It helps organizations adapt quickly and easily to changing environments and grow their business.

Each of its 7 Attributes of Agile Growth® provides standalone value and combined, has a cumulative impact by positive reinforcement.

NEXT GROWTH Advisors and Executives Coaches

At JUSTGROW, we help executives with their leadership team to identify and overcome their hidden growth killers, creating personal and organisational NEXTGROWTH.



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