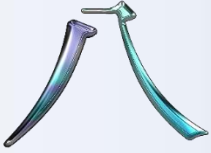


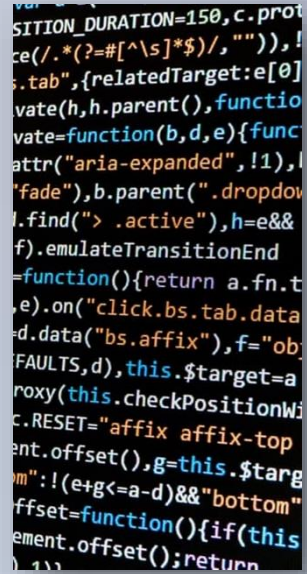
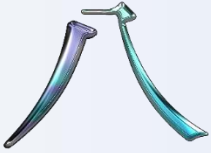
**ARE YOU STUCK IN A
“FARMING” MODE AND
STRUGGLING TO
GENERATE
SUSTAINABLE GROWTH?**



SUSTAINABLE GROWTH IS A MIX OF MANY MOVING PARTS, NETWORK, SALES, MARKETING, GROWTH HACKING, CREDIBILITY, TRUST, DIGITAL EVOLUTION, DIVERSITY, KEY ACCOUNTS, INTRAPRENEURSHIP AND ENTREPRENEURSHIP, P&L, TALENT DEVELOPMENT, EXECUTION, PIVOT, MVP, INNOVATION, QUALITY, OPERATING MECHANISMS, KPI'S AND MUCH MORE. ABOVE ALL, IT IS ABOUT CULTURE AND LEADERSHIP.

So, WERE DO WE START?





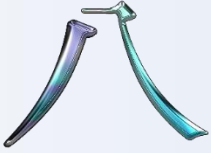
Digital?

DIGITAL EVOLUTION OR TRANSFORMATION? BOTH ARE KEY CONSTITUENTS OF SUSTAINABLE BUSINESS GROWTH.

OPTIMIZING OPERATIONS THROUGH DATA, IMPROVING SAFETY, SUPPORTING LEADERSHIP DECISION-MAKING, BUILDING CUSTOMER LOYALTY, DELIVERING CIRCULAR PROCESSES OR STRIKING A SUSTAINABILITY GOAL, INTRODUCING DIGITAL IN OPERATIONS HAS A VERY IMPORTANT IMPACT.

FROM BINARY REPORTING TO ARTIFICIAL INTELLIGENCE, EVOLUTION OR TRANSFORMATION IS SUPPORTED BY SENSORS, PLATFORMS AND APPS.

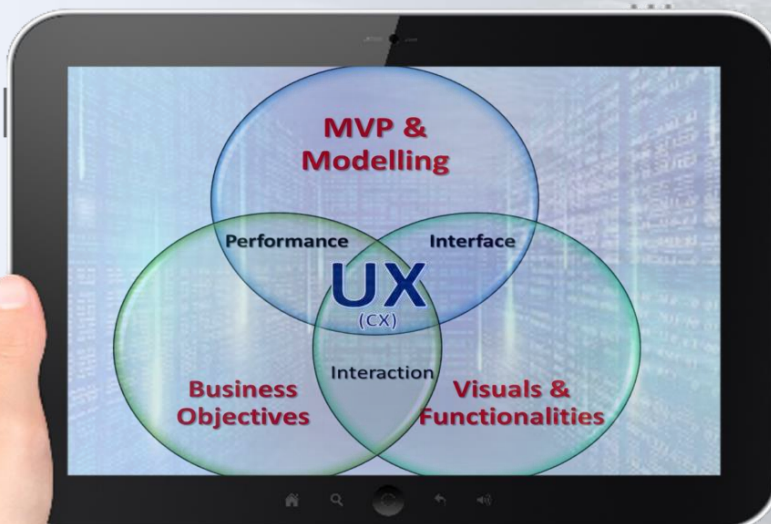
HARVEST, DISRUPT, RETREAT OR OCCUPY, WHAT IS YOUR DIGITAL PLAN?

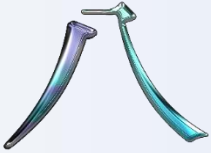


UX/UI?

CUSTOMER EXPERIENCE AS GROWTH ENABLER? THROUGH THE INSTITUTION OF KEY ACCOUNT MANAGEMENT, ENTERPRISE SELLING, QUALITY UPGRADES OR INDEED ADJACENCY SELLING, A CUSTOMER BECOMES A HAPPY CAMPER, NO?

UX HAS BECOME, WITH DIGITIZATION, A POWERFUL GROWTH TOOL. WHAT IS YOUR STRATEGY, LOW MARGINS / HIGH VOLUME OR HIGH MARGINS / EXCEPTIONAL UX?





Agile?

IS YOUR ORGANISATION AGILE?

SURE! WE WORK FROM HOME, WE HAVE SMARTPHONES, WE USE TEAMS/SKYPE, WE USE PUBLIC TRANSPORT.

YET, WHEN CHANGE COMES, THE ORGANISATION CLOSES UP LIKE A CLAM AND BECOMES RISK AVERSE.

HOW DO YOU INSTIL AGILE? IS THIS AN HR PROBLEM OR A LEADERSHIP TOOL? HOW ARE YOU LEVERAGING THE GIG ECONOMY?



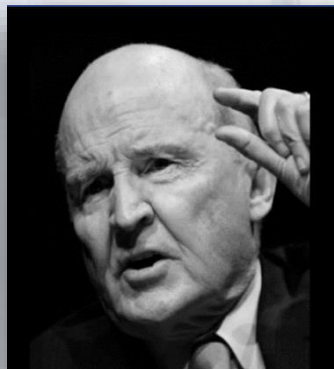
Leadership?

“INSPIRE FOLLOWERS, NOT WORKERS”, JACK WELCH.
LEADERSHIP-BY-INFLUENCE, LEADERSHIP BY PURPOSE,
LEADERSHIP BY VISION. ALL THESE ARE VITAL TO
GROWTH. PURPOSELESS AND VISIONLESS WORKERS ARE
THERE TO EARN A BUCK.

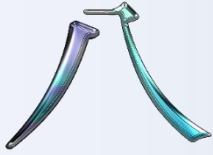
PASSIONATE COLLEAGUES WILL GIVE THIS LITTLE EXTRA.
JACK WELCH' GE WAS ABOUT 360 FEEDBACK,
PERFORMANCE AND MERITOCRACY.

HOW DOES YOUR LEADERSHIP STYLE IMPACT GROWTH?

“When you were
made a leader you
weren't given a
crown, you were
given the
responsibility to
bring out the best
in others.”



Jack Welch
Legendary CEO



Stretched Targets?

MARKET HEADWIND, CUSTOMER PRESSURE ON PRICE, HEADCOUNT FREEZES, TURNING TRENDS, CUSTOMER REQUESTS, MARKET EXPANSION, INCREASED COMPETITION, SUSTAINABLE GROWTH IS BEST SERVED BY CAPABLE MARKETING, REALISTIC TAM AND SAS, A KEEN EYE ON ADJACENCIES AND ROBUST OPERATING MECHANISMS.

UNREALISTIC TARGETS BASED ON FEEBLE DATA IS A TICKING PARCEL.

ARE "PASS THE PARCEL" OR "MUSICAL CHAIR" AMONG YOUR FAVOURITE GAMES?

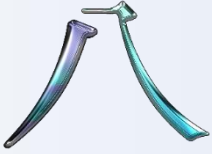


Lobbying?

LOBBYING? THIS IS AN EXPENSIVE WAY OF GOING FROM RECEPTION TO RECEPTION, NO?

WHILST LOBBYING OFTEN CARRIES A NEGATIVE CONNOTATION, THE ACT OF PRESENTING ONE'S CASE IS A DAILY OCCURRENCE. IN COMPLIANT FORM, LOBBYING IS NOTHING MORE THAN THE ART OF SELLING BUT WITH A RICOCHET EFFECT. ADVOCACY DOES NOT SERVE TO SELL A PRODUCT, BUT TO CREATE A POSITIVE [POLITICAL] ENVIRONMENT AMONG STAKEHOLDERS AND DECISION MAKERS TO SPUR GROWTH. THE SKILLS REQUIRED FOR LOBBYING ARE OFTEN MISUNDERSTOOD, BUT THEY ENTAIL LEADERSHIP, VISION, PROGRAM MANAGEMENT AND CLEAR OBJECTIVES.





Sustainable Growth Leader?

CAN YOU AFFORD A SUSTAINABLE GROWTH LEADER?

THE COMBINATION OF SALES, MARKETING, M&A, INNOVATION, HR, ETC. FORM THE COMPONENTS OF GROWTH. SUSTAINABILITY IS A PASSION. CAN YOU COMBINE THESE IN ONE PROFILE?