

A man with a beard, wearing a white jacket, is smiling and looking at a document. He is standing next to another person whose back is to the camera. The background is slightly blurred, suggesting an office or meeting environment.

Growth and Leadership – It Starts With You

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Let's start with you

Leadership is a personal journey

It's about achieving what we want in life, who we want to be, where we want to go, what we want to influence

It's about doing what's necessary to get to where we want to go

Answer these questions:

Do you...

- Want to grow the business?
- Have a specific set of goals you are trying to achieve?
- Have a clear strategy (in writing) to achieve these goals?
- Constantly communicate your plan to your team?
- Have the right team around you right now?

Are you happy with...

- Your bottom line result?
- The number of hours you work?
- Your team and the efforts they put into the business?
- Your ability to compete against competitors in your market?

And now...

Count up the number of yes versus no answers

If you have more yes's than no's, you are in a good position for growth.

If you have more no's than yes's, the good news is there is room for improvement.

The Typical Business

- Same results, different year – the glass ceiling
- Market becoming more competitive, customers more demanding
- Can't find staff
- Complexity – work expands, loss of control
- No time

Momentum is incredible

“Every CEO, (Owner Manager), company, brand and marketer is facing new challenges to reach, engage and sell to hyper-connected, media-savvy and always-on consumers living in a challenging world.”

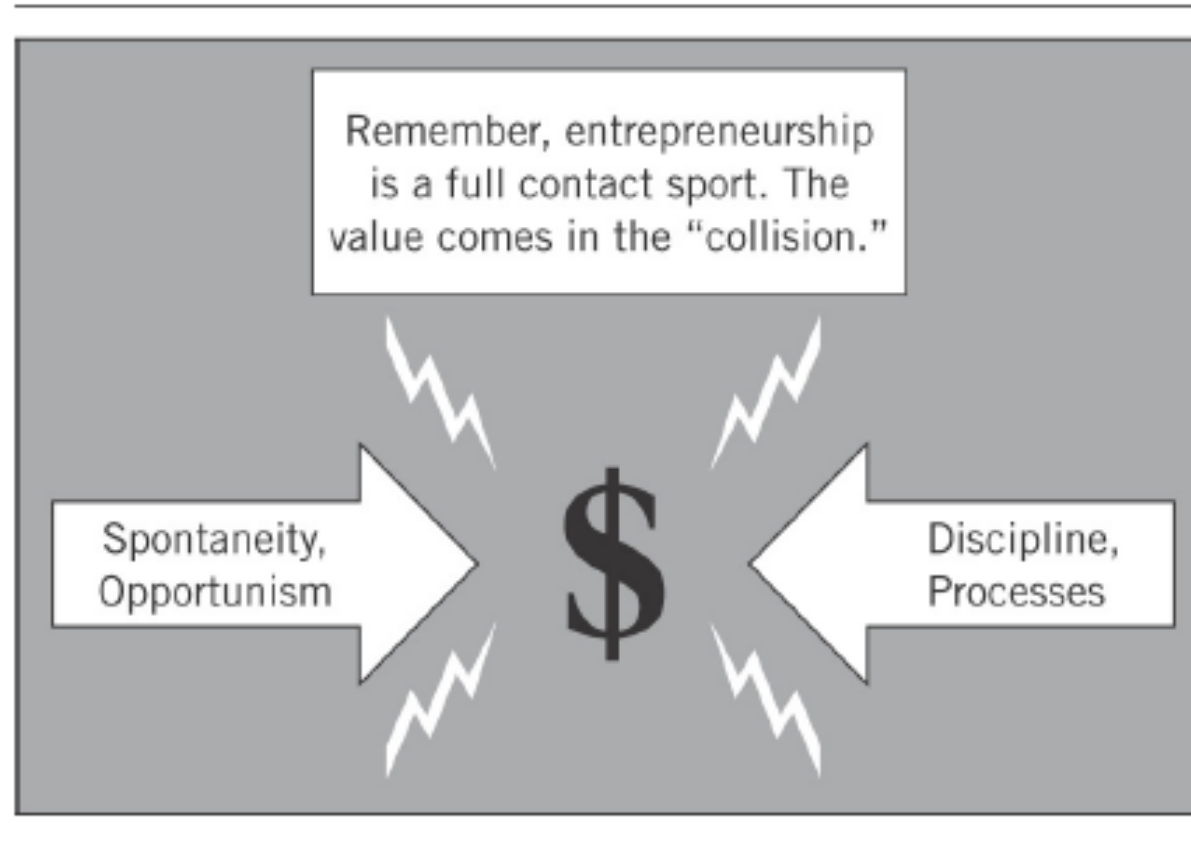
Simon Mainwaring, Founder & CEO – We First



“ If the rate of
change on the outside
exceeds the rate of
change on the inside,
the end is in sight ”

Jack Welch

Entrepreneurship IS a Contact Sport





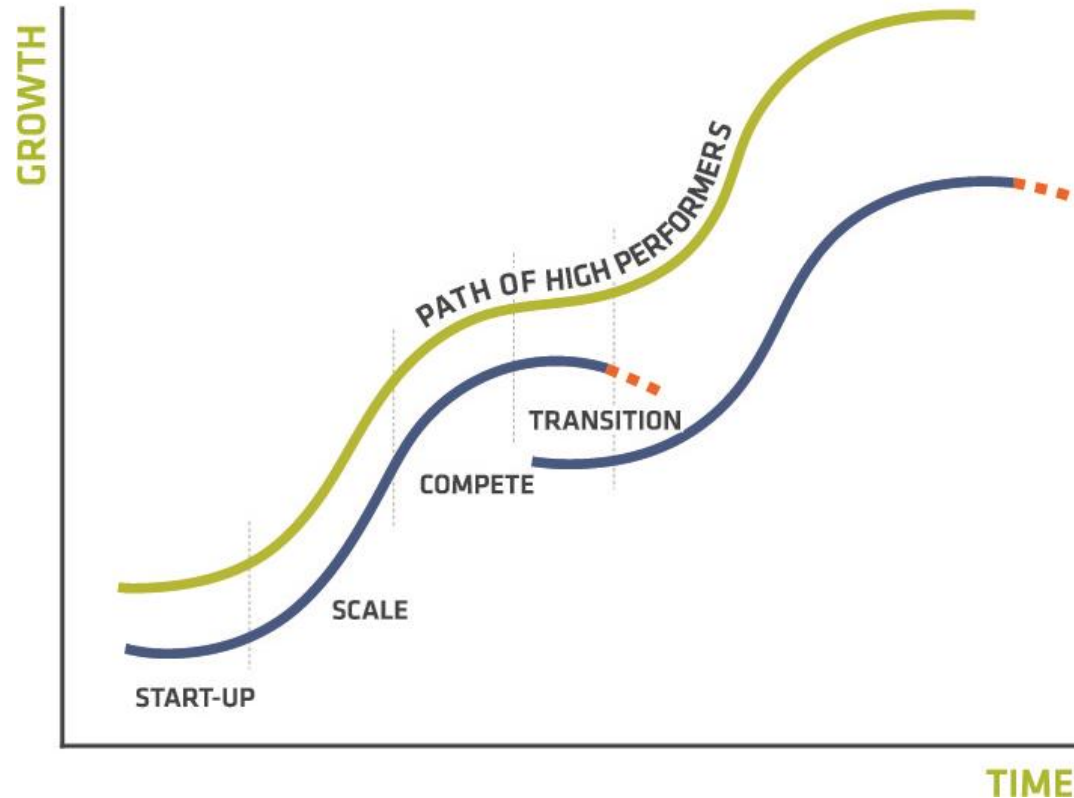
Luck is what happens when preparation meets opportunity.

- Seneca

Growth by itself isn't the answer...

- You can fail to reach your true potential by growing too fast and too slow
- Wilful and diligent ascent from one foothold to another
- Sticking to the knitting won't always get you there (keep redefining)
- Difficult task of leadership is to make sure the business raises it's ability to handle growth as rapidly as it does its revenue line
- Only then will you be able to achieve sustained profitable growth

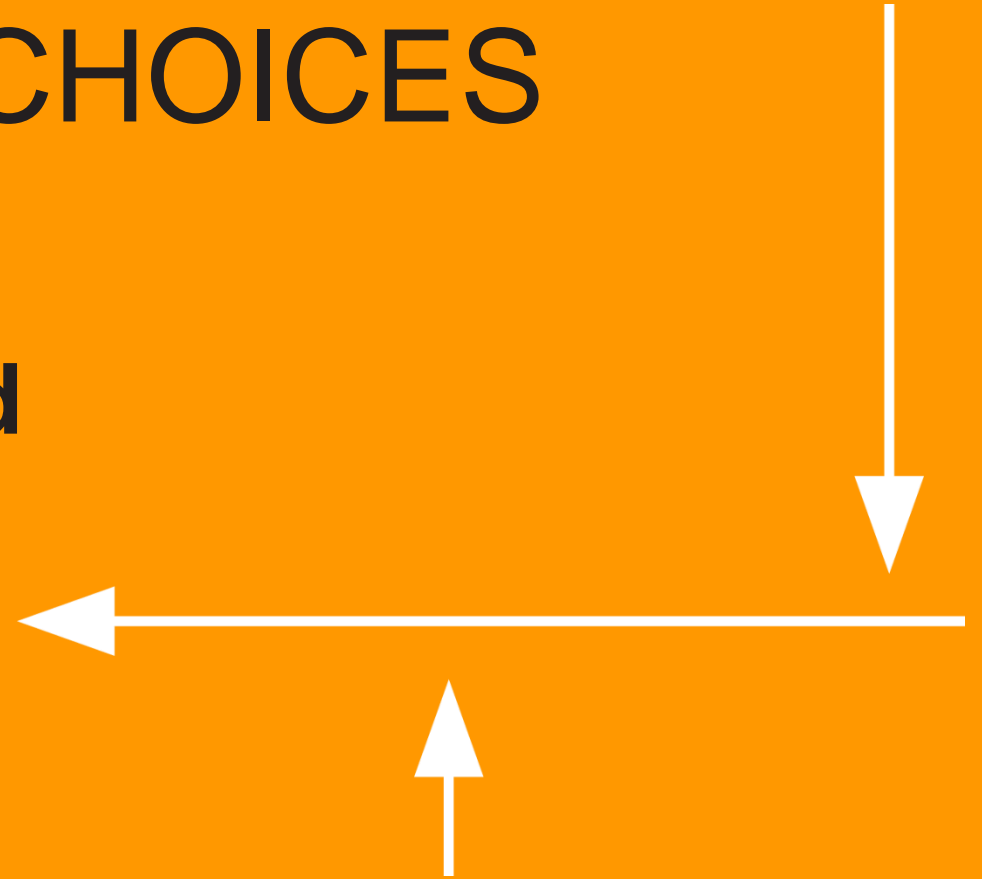
Double S-Curve Model



People, products, markets, relationships all follow the same shaped curve

STRATEGY IS ABOUT CHOICES

To win, a company must choose to do some things and not others.



Vision and Strategy

- How much time are you spending on the strategic direction of the business every week?
- How much time should you be spending on the strategic direction, if you are to achieve what you want?
- What stops you from doing the important things?

Why bother?

Businesses where **everyone has a clear understanding** of the Vision, Mission, Values, Goals and Measures enjoy a **29% greater bottom line return** than other firms.



ONCE I COULD
PICTURE THE
GOAL

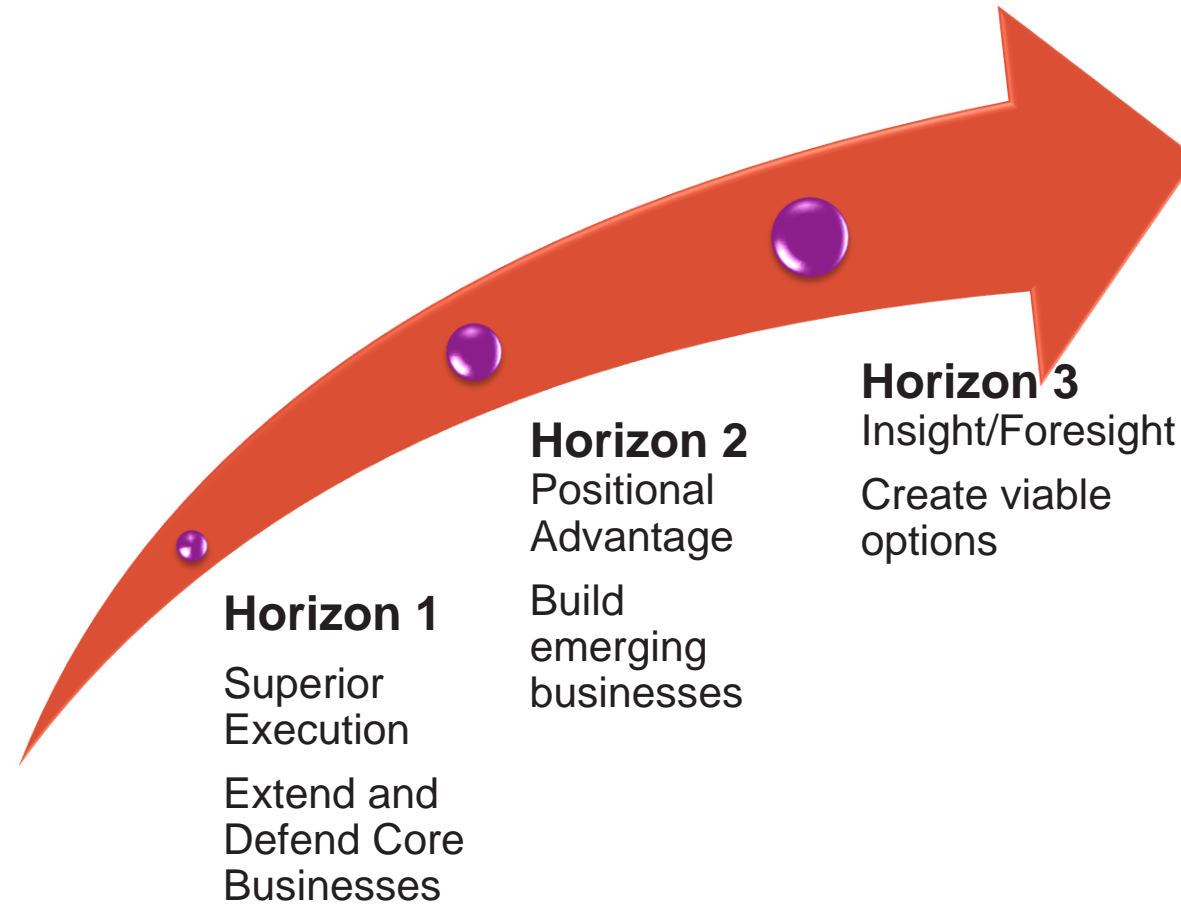
STUFF STARTED TO HAPPEN

FAST

– Janene Draper, Farro Fresh



The 3 Horizons



Customers

- **How well do you know your customers of today? of tomorrow?**

What's most important and least important to them?


Based on what?

- **Are you truly differentiated to compete?**

- **Bad in the service of great?**

Are your leaders/managers aligned on this? Do they have the stomach to be worst in class?

Your customer value proposition

- What do you do?
 - What do they get?
- 

Thinking for back at work

- **Our business is clear about our unique customer value proposition – what we offer that competitors don't**
- **We know why our customers choose us**
- **We are systematic about reviewing customer satisfaction**
- **We are clear about who our best customers are and why**
- **We have plans in place to keep these customers and to find more like them**
- **We have involved our customers in product and service development**
- **We have good processes in place to make it easy to do business with us**
- **We have an annual plan for how we would like to develop our relationships with our key customers**

Growth Matters

- **The most interesting companies may not be the ‘sexiest’ or the ‘coolest**
- **Sticking to the knitting won’t always get you there (keep redefining)**
- **Don’t look for extraordinary people; build a place where ordinary people can do extraordinary things**
- **How employees feel about working in a place is a significant driver of success**

Just TWO things are needed, in balance



Our Aspirations

The idea of vision

Are you constraining your own thinking? Are you being aspirational enough? Are you being incremental – more tomorrow of what we are doing today?

A long suspension bridge stretches across the frame, its cables and deck receding into a misty, blue-tinted atmosphere. The bridge is reflected in the calm water below. The overall mood is serene and contemplative.

SUCCESS IS A JOURNEY,
NOT A DESTINATION

You Need to...

- **Stop short-changing yourself: get a vision worthy of your ability**
- **Stop daydreaming: set goals that inspire you and plan to achieve them**
- **Stop procrastinating: get accountable for your being at your best**
- **Stop spreading yourself too thin – get clarity and focus**
- **Get out of “busyness” and make time for the important things in life**
- **End the isolation – surround yourself with inspiring people and ideas**
- **Cut the excuses – front up and get on with it**