

## Masterclass

### 2-day program

The demand for growth will continue to be relentless. GrowthThinking® is the new way of thinking that uses entrepreneurship, growth strategy and business innovation to help companies achieve sustainable business growth—even in the face of uncertainty, change and complexity.

The **GrowthThinking Masterclass** is a practitioner level program designed to help you implement GrowthThinking concepts, principles and tools within your company. Based on the book, *GrowthThinking: Building the New Growth Enterprise*, this intensive 2-day program features a mix of plenary lectures, group discussions, case analysis and hands-on breakout sessions:

Day one provides a comprehensive overview and gives you the foundation to begin a GrowthThinking movement within your company.

Day two provides you with hands-on experience with all elements of GrowthThinking to include the Growth Strategy Framework, 18 Implementation Principles, The Mobilization Framework, and the principles of GrowthThinking Leadership.

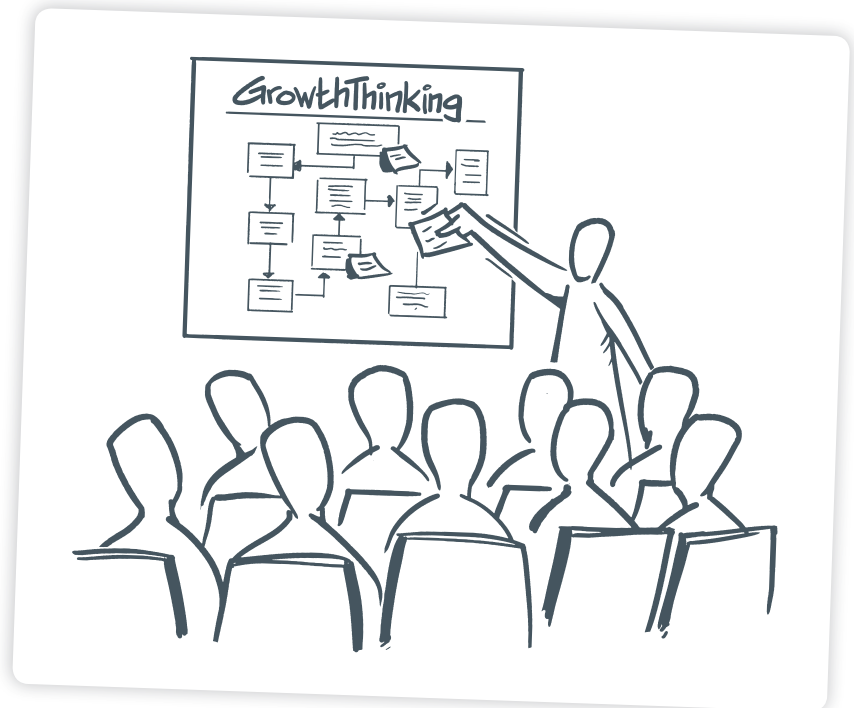
### Program Benefits

With completion of the Masterclass, you will be equipped to catalyze and lead the implementation of GrowthThinking within your company. Specifically, the program provides you and your company with:

Powerful ways to generate new growth opportunities, meet strategic growth outcomes, and change the basis of competition.

A systematic approach and new toolkit to formulate winning growth strategies.

Knowledge and experience to make growth a repeatable and sustainable discipline.



## A systematic approach... to formulate winning growth strategies.

### Learning Objectives

You will be introduced to the core concepts, principles and tools that are at the heart of GrowthThinking. Upon completion of the workshop you will be able to:

Understand why a new approach to achieving and sustaining business growth is increasingly important in today's business environment.

Understand how entrepreneurship, growth strategy and business innovation are the critical ingredients for sustainable business growth.

Map your business and competitive landscape and develop a growth strategy for your company using the Growth Strategy Grid.

Understand the interrelationship between the six perspectives of the Growth Strategy Framework and the Growth Strategy Continuum.

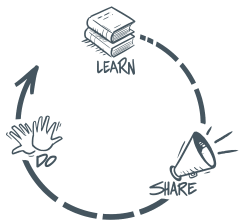
Understand how the new psychology, science and mechanics of growth accelerate GrowthThinking implementation and adoption.

Understand how new mobilization and organizational models create the conditions where GrowthThinking can quickly take hold and thrive.

Understand how other companies have achieved success by implementing GrowthThinking concepts, principles, tools and best practices.

### Masterclass

#### Approach



Participants will work directly with our instructors using our innovative learn, share, do workshop approach. This approach enriches the learning experience by allowing you to immediately start applying GrowthThinking to analyze your own company's growth challenges.

**LEARN.** A mix of plenary lectures, group facilitation, case analysis and hands-on breakout sessions to help you acquire knowledge of GrowthThinking concepts, principles and tools.

**SHARE.** Use animated video cases, tabletop exercises, and breakout sessions to spark conversations, exchange feedback, and share best practices that can immediately be applied to your company.

**DO.** Work hands-on with tools and instructors to start the process of developing a growth strategy for your company.

#### Tools

The Masterclass emphasizes how GrowthThinking theory can be applied to any company's circumstances. Through hands-on use of specialized tools, Participants will walk away with experience using a GrowthThinking implementation toolkit that includes:



**Growth Strategy Grid 2-Pack.** Document and assess your current and future state growth strategy using a visual format that helps answer the question, "How do we intend to grow?"



**Growth Strategy Cards.** Kick-start the generation of new growth opportunities with the 44 Strategies to Grow your Business card package.



**Implementation Cards.** Use the 18 Ways to Implement GrowthThinking card package to develop unique ways to get GrowthThinking® started in your organization.

#### Program Phases

A combination of group sessions and real-world, hands-on tool usage during breakout sessions.

Phase		Time
Day 1	The Growth Imperative. What is the new normal business landscape? What new challenges do leaders and companies now face? Why are traditional management tools no longer enough?	1 Hour
	Introduction to GrowthThinking. How is GrowthThinking different than current thinking? How can you use the concepts to achieve sustainable growth in your company?	1 Hour
	The Three Pillars of GrowthThinking. How can entrepreneurship, growth strategy and business innovation shape your future growth outcomes and influence the future of your company?	3 Hours
	Applied GrowthThinking. Learn how to document, access and visualize growth strategies using the Growth Strategy Grid.	1½ Hours
Day 2	Practical Exercise. Generate multiple growth opportunities and use the Growth Strategy Grid as you begin to build a new growth strategy for your company.	3 Hours
	Implementation and Adoption. Explore ways to apply the new psychology, mechanics, and science of growth.	2 Hours
	Mobilizing the Organization. Understand how to apply the models and frameworks necessary to sustain GrowthThinking for the long-term.	1 Hour
	Author Q&A. Go directly to the source to get your tough questions answered.	½ Hour

#### Program Participants

This program is designed for senior executives, functional managers, strategic practitioners and front-line staff who wish to understand how to achieve and sustain business growth.

For more information, visit our website at [www.growthstrategy.com](http://www.growthstrategy.com).