

## Are you at River Rubicon?



**What does it mean crossing River Rubicon:** Julius Caesar's **crossing the Rubicon** river on January 10, 49 BC precipitated the Roman Civil War, which ultimately led to Caesar's becoming dictator and the rise of the imperial era of Rome. ... Today, the phrase "**crossing the Rubicon**" is a metaphor that **means** to pass a point of no return.

"Crossing River Rubicon" has become a metaphor for making monumental decision to enter an entirely new territory fraught with danger, mystery, risk and opportunity.

We now one thing for sure and whatever strategy you had before the Pandemic it is no more valid. **PERIOD.**

**What ever took you here will not get you there.**

**You must step-up to a higher standard.**

Do this assessment find out if you are at the brink of River Rubicon.

Do you have the time or the guts to wait? If you, contact Growise and tell us about your situation, we will respond swift and precise.

Consider the following statements:

- What happens if your competitor introduce new products quicker than your company?
- What happens if your competitor recruits more talented co-workers than your company?
- What happens if someone in India or China starts doing what your company is doing?
- What happens if your strategy is wrong?
- How can you make decisions based on facts rather than only gut feelings?
- How can you grow outside your current market?
- What happens.....

The assessment you are about to do is based on bespoke methods and tools for growth and transformation. You will move from transactional businesses to transformational businesses and the best part is that you will arrive before your competitors do.

## ASSESSMENT: Are you at the brink of Rubicon?

**Question 1:** What are the short-term and long-term revenue goals?

Time horizon	Prio #1	Prio #2	Prio #3
Today			
+1 year			
+2 years			
+3 years			
+5 years			
+10 years			

**Question 2:** The challenge

- One or more of your core products/ services will or may become obsolete.
- Your premium-priced core product has or will soon be seen as a commodity.
- The market for your products/ services is saturated and not growing.
- Your customer are demanding different solutions and/ r different business model.
- Because your competitors are different or are competing in a different way, you cannot beat them using the techniques that have worked for you in the past.
- Technology will dramatically impact products and/ or the ways in which business is conducted in your space.
- There has been or will be a significant and sustained increase in price or decrease in availability of key raw material.

- You are strongly influenced by an aspect of the economy that has gone or is likely to go south for an extended period of time
- Your regulatory environment is likely to be significantly tighter or looser.
- Pressure exerted by your local community or society in general requires significantly different practices.
- You are about to change ownership (e.g family to the next generation of family, non-family, private to public etc)
- The founder or someone else who serves as the “idea engine” or “face to the market” is about to retire.
- You do not or will not have access to the skills you need.
- Your business has outgrown its infrastructure (processes, systems, facilities), and it will collapse if not replaced or substantially upgraded.

In some situation, just one of these factors could place you at the Rubicon. If you ticked more than three boxes, you are almost certainly on the riverbank.

## What Got You Here Won't Get You There!

You cannot achieve your growth goals through a linear extension of business-as-usual. To reach your goals you have to step up. Transcend to higher standard.

Regardless of the amount of “stretch” in the revenue goals you listed in response to Question 1, your next questions is:

2. Which of the boxes you checked above represent game-changer (monumental differences between your current and future business environment/ landscape)?

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You can't be sure about the future. However, if you and your colleagues don't have the information and experience to give you sufficient confidence in your answer to Question 2, have you revert you from knowing whether you are at the crossroads. You may need to build or buy the fog lights of expertise of research.

Your answer to Question 1 & 2 form the foundation of the Rubicon question:

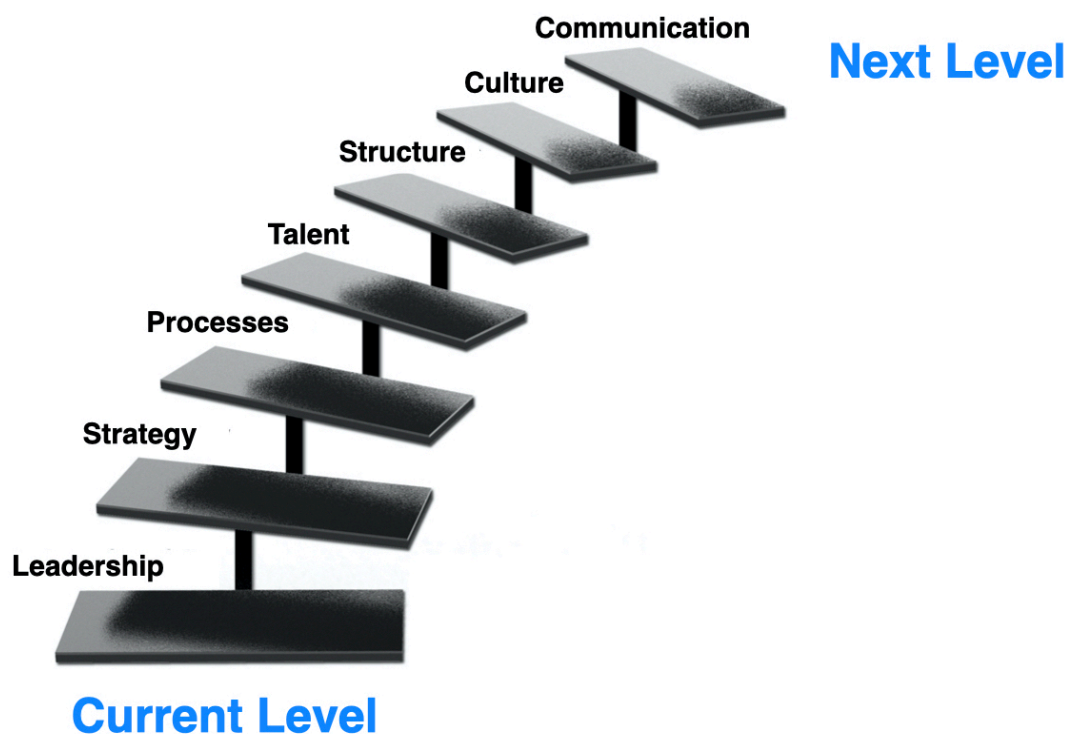
3. Can your goals be achieved without **significant** changes in the nature of your business or in how you conduct business?

- Yes
- No

Question 3 forces you to determine whether you have the option of meeting shareholders expectations without stepping up to the challenge. The key word is **"significant"**. In the next 2-5 years, if you need to play a different game or play at an exponentially higher level, your answer is No. YOU are on the banks of the Rubicon.

Contact us to find out how you can thrive in the next reality.

We, at Growise, enables visionary executives to grow their companies with and through people to achieve sustainable profitable growth.



**Sign up for the Stepping Up Course and do it NOW!**

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