



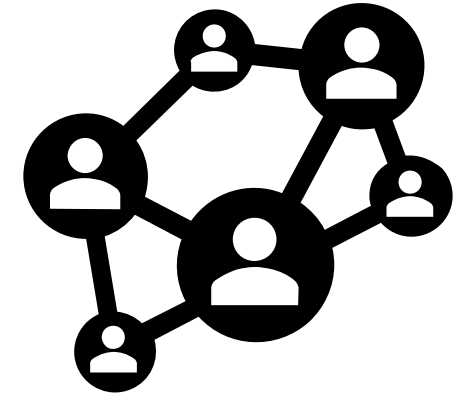
Mosaic

Shaping Business Growth

Dee Beckett

Going For Growth – Some Considerations

What difference would...



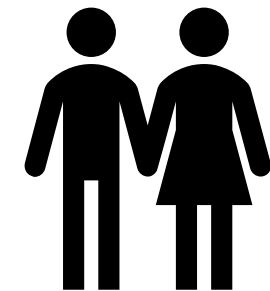
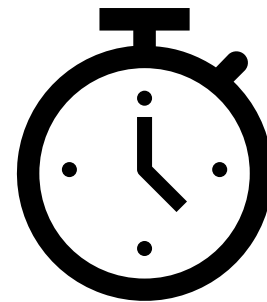
5% growth mean?

10% ?

25%?

50%?

100%



It is possible AND more with...



FOCUS

PRIORITISATION

CONSISTENCY

To enable growth you need to know ...



WHERE HAVE YOU COME FROM?

WHAT AFFECTS YOU NOW?

WHERE YOU ARE GOING?

Where have you come from...



**GREATEST
ACHIEVEMENT**



**BIGGEST
CHALLENGE**



**WORST
REGRET**



**BEST
LEARNING**

What affects you now...



STRENGTHS



WEAKNESSES

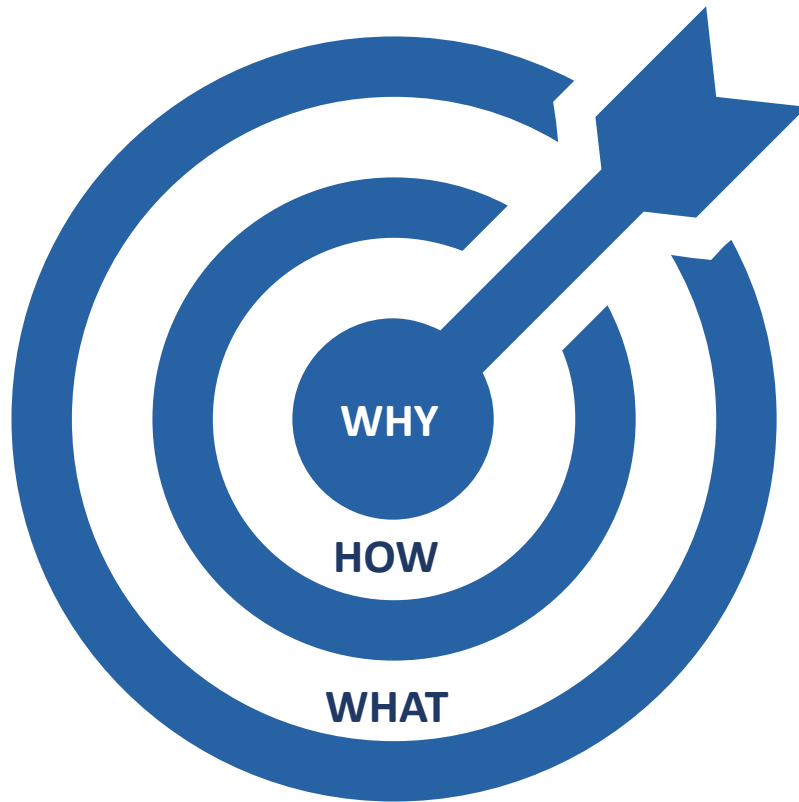


OPPORTUNITIES



THREATS

Where are you going...



WHY

Your mission. Your Purpose. Your VISION.
Why others should buy from you.
Your USP.

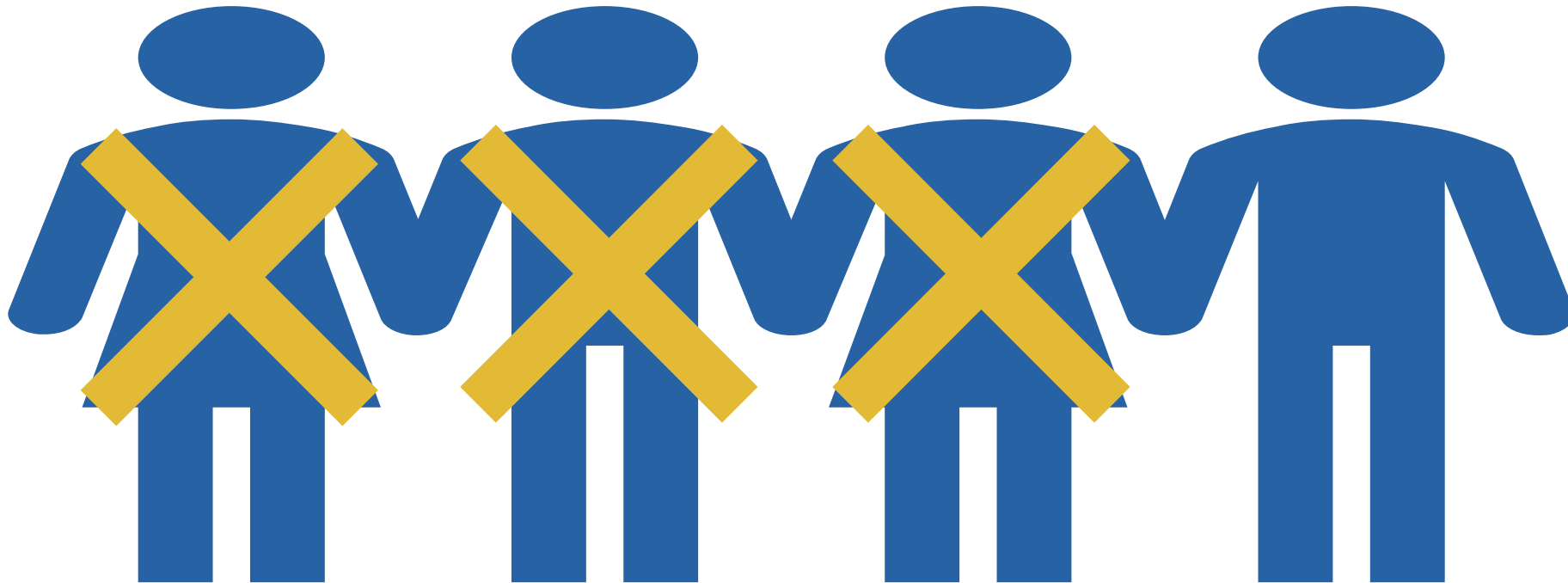
HOW

Your services & products.
Your GOALS.
To get these to your IDEAL customers.

WHAT

The detailed actions to deliver.
Your ACTION PLAN.
Focus, prioritise, consistent action.

Who is your ideal client?



What do they look like

WORK LIFE

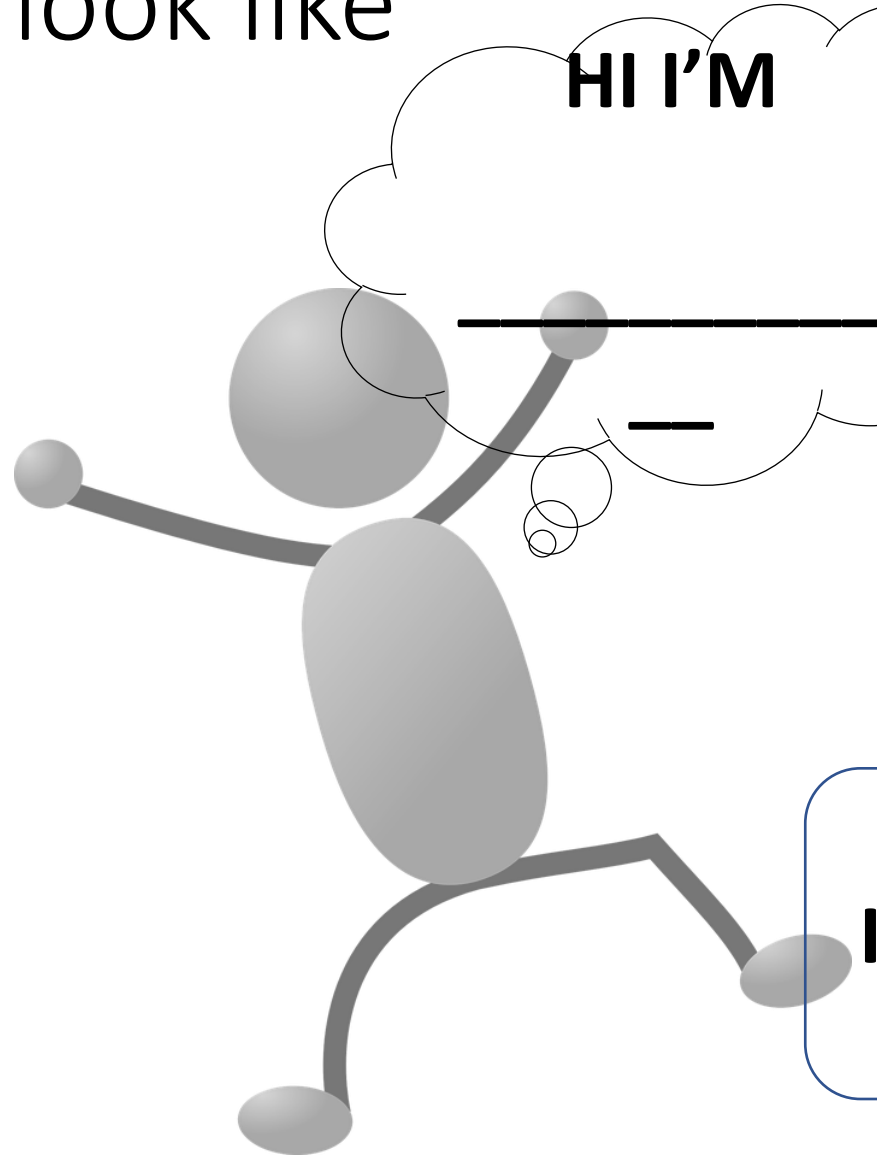
**HOLIDAYS,
HOBBIES,
LUXURIES**

HI I'M

HOME LIFE

**HEALTH &
WELLBEING**

**WHAT IS
IMPORTANT
TO THEM**



What are their painpoints ...

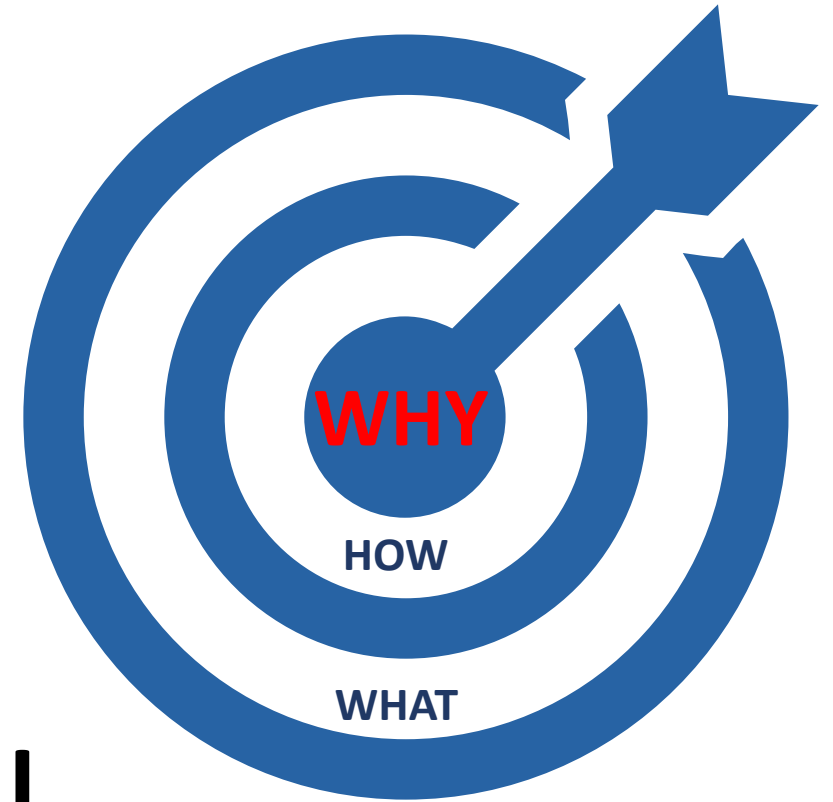


What benefits can you deliver ...



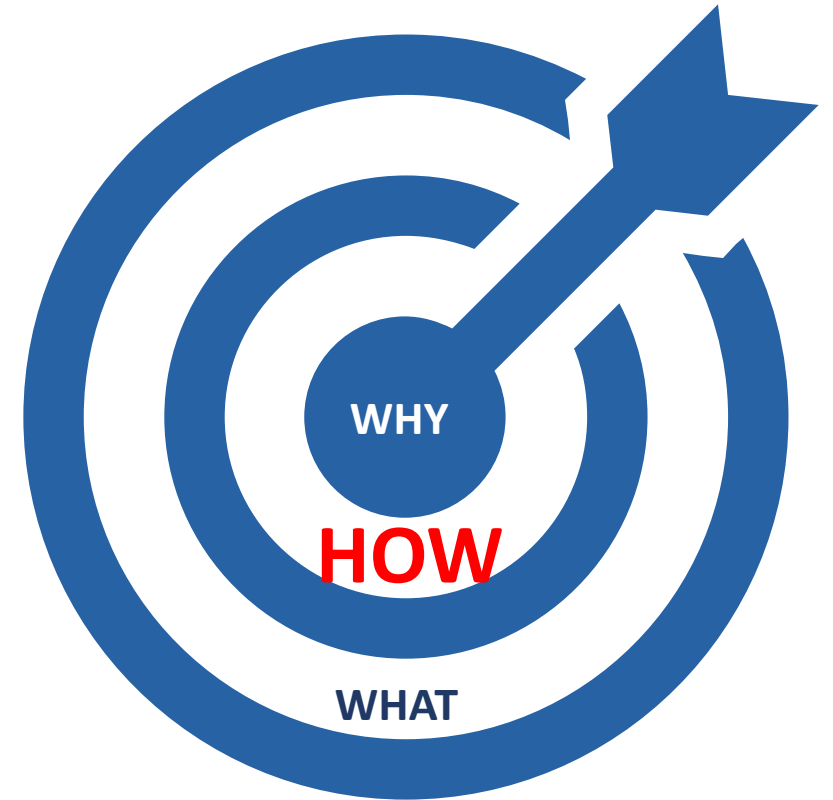
Vision... Your Why...

- **TO BE RECOGNISED....**
- **TO BE NUMBER X....**
- **TO BE THE BEST....**
- **TO BE THOUGHT LEADER FOR ALL....**



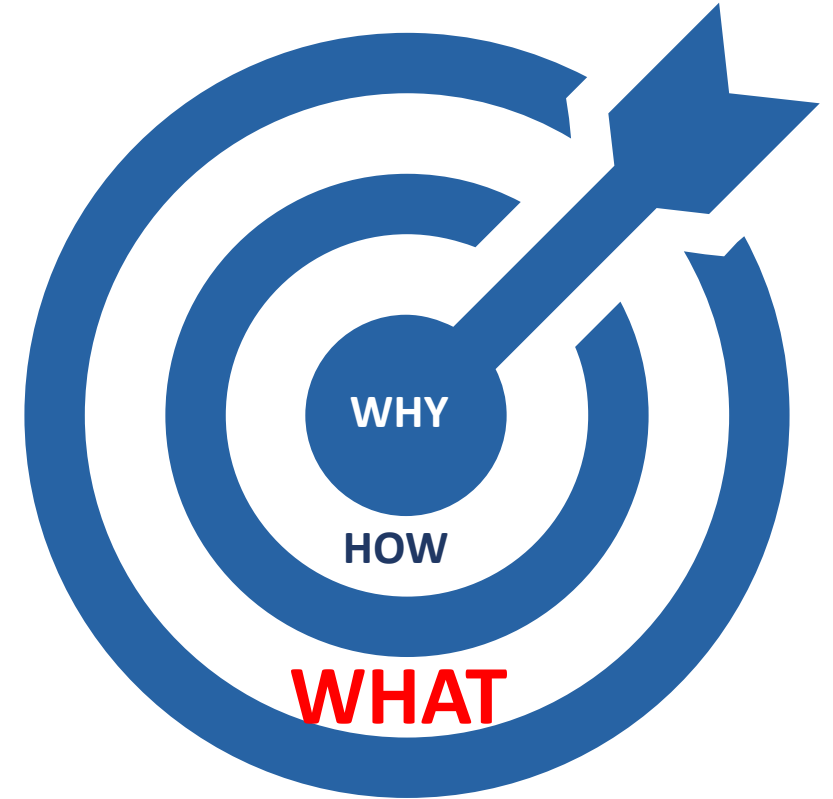
Goals... Your How...

- **SALES**
- **MARKETING**
- **OPERATIONAL**
- **TEAM**
- **FINANCIAL**



Action planning... The What

| What | Who | Priority | When | Progress | Complete |
|------|-----|----------|------|----------|----------|
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Focus and prioritise

Urgent

Not Urgent

Important



**DO:
DO IT NOW**

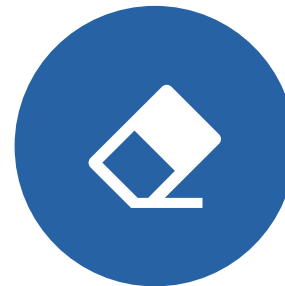


**DECIDE:
SCHEDULE A
TIME TO DO IT**

Not Important



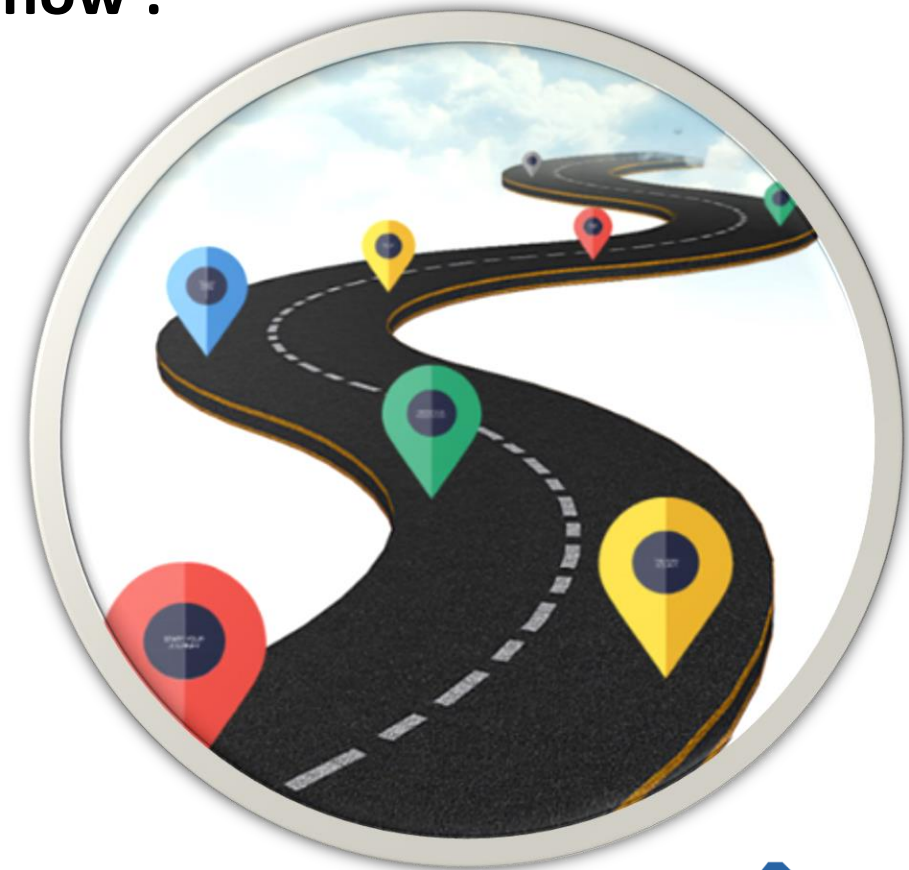
**DELEGATE:
WHO ELSE
CAN DO IT**



**DELETE:
ELIMINATE IT**

Your roadmap for growth

- **Recognise the ups and downs of where you are now :**
 - Celebrate successes
 - Learn from the past
 - Leverage strengths and opportunities
 - Manage development areas and threats
- **Position towards your ideal client :**
 - Their painpoints
 - The outcomes you can deliver to them
 - Impact on sales, marketing and operational delivery
- **Pull it together : WHY, HOW and WHAT**



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