

BUSINESS BY DESIGN

[shift from start-up to profit sooner]



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Nobody will ever know your business as well as you. In planning your start-up or entering the early phases of growth, however, it can be useful to 'know what you don't know' to give you the confidence you need for future speedbumps, hurdles and brick walls.

We recommend investing the time in a 'Business by Design' process, where our expert business advisory team can apply their proven methodology to your vision. At a high level, this brings together **20 key questions** covering topics from 'Mission & Purpose' and 'Brand Promise' to 'Profit Formula' and 'Governance'.

Stop worrying about ideas that will distract you from the initial targets; focus your limited time on strategic priorities that prevent undue stress on your bank account ... and your relationships.

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BUSINESS BY DESIGN

[sample agenda]



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SESSION 1



[vision]

WELCOME

CONFIRM AGENDA AND EXPECTATIONS FOR THE DAY

Cultural Experience

- Start with your WHY / Purpose & Core Values, as defined for your business.
- What Behaviours & Rituals are you creating to ensure your Culture is lived?

Commercial Vision

- What are your financial targets – Income and Equity – for the mid and long-term?

Leadership Styles

- Your Leadership style is the single most powerful influence on achieving your business outcomes. We use the Spiral Dynamics framework to bring awareness and choice

SESSION 2



[strategy]

Brand Promise

- This exercise explored your Target market, the Problem you're solving, and how you articulate your Customer's Pain and your Competitive Advantage

Growth Planning

- An Overview of the Capacity Engine framework, preparing us for Session 3

Income Matrix

- What are your targeted Products and Channels to Market?

Sales Hourglass Management

- What is your Ideal Client's Customer Journey – before and after they buy from you?
- How can you leverage Buyer Personas and Brand Archetypes to create cut-through
- 5 Funnel Attractants – how do you create awareness and leads
- What are your specific Sales Targets and Process to convert opportunities to clients
- Have you identified product and channel extension options to increase profit

SESSION 3



[resources
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Operational Structure

- Reviewing your Structure and Responsibilities Now, and for your Future state
- Providing analytical tools to review Skills; Responsibilities; Technology; Premises; and Suppliers to plan your growth

Training Program

- From a simple skills matrix to a tailored training plan, as may be required



[financial
validation]

Profit Formula

- This is a non-accounting simplification of your business model, including an understanding of fixed and variable costs and a break-even analysis

Capacity Modelling

- Plan the key steps in your growth plan
- Including a high-level Cash flow analysis

SESSION 4



[execution
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Great Ideas are worthless if not properly implemented. In this session we review:

- Your personal and company's **Change Readiness**
- **Governance and Leadership** required to lead change
- Common **Barriers to Success**, and how you can overcome them

And we conclude the Business by Design workshop by:

- Agreeing the **Strategic Priorities and Roadmap** from where you are today to the specifics of your Commercial Vision
- Documenting clear **Follow-up actions** for you and your partners to Deliver

FIND OUT IF THIS IS RIGHT FOR YOU

[book a complimentary coffee with our Director of Strategic Business Advice]



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