



JOIN THE FAST TRACK - HIGH GROWTH BUSINESSES

Those businesses that achieve high growth and long term sustainability are the ones that have three key ingredients:

- ✓ A clear vision, strategy and plan
- ✓ Customer focused culture aligned to the market
- ✓ Disciplined processes and systems

Some thoughts:

1. Having clarity of what you want to achieve is vital - it is this clarity that drives the successful team.
2. The plan must be articulated into a series of bite - sized activities that drive action and that build momentum.
3. Success is down to 20% strategy 80% action. It is vital that once the thinking has been done we start to take action.
4. The customer is ultimately what the vision is built upon - a clear strategy and plan for finding, reaching, winning and keeping customers is vital to growth.
5. Longevity and sustainability are achieved by living in the *Customers World* and constantly aligning what we do to match the demands of this world.
6. Everyone in the organisation needs to feel that they have a purpose and a role to play in delivering a Winning result.

"The right people doing the right things"

7. Organisations must exhibit entrepreneurial discipline - both ingredients drive success.
8. Organisations that exhibit only entrepreneurial behaviour can sometimes operate like a missile off course - very dangerous.
9. Businesses that are overly dependent on systems and discipline tend to be too inward looking - they can sometimes miss opportunities.
10. Combine both entrepreneurial energy with disciplined systems and it creates a great future.