

# The Wired To Grow Way



# To Increase Growth and Profitability

Strategy	Marketing	Money
<ul style="list-style-type: none"> <li>• Think Like a Strategist</li> <li>• Develop a One Page Strategic Plan</li> <li>• Clarify Your Core Identity</li> <li>• Position Your Business for Rapid Growth</li> <li>• Define Your Competitive Advantages</li> <li>• Refocus Your Target Market(s)</li> <li>• Clarify Your KPIs</li> <li>• Select Your Growth Accelerators</li> <li>• Choose Your Constraint Eliminators</li> <li>• Out Think and Out Maneuver Your Competition</li> <li>• Improve Your Business Model and Product/Service Funnel</li> <li>• Ensure Your Offers Are Wants Vs. Needs</li> <li>• Differentiate Your Current Products/Services</li> <li>• Develop an Innovation Process for New Products/Services</li> <li>• Clarify Your End Game</li> <li>• Systemize Your Growth Planning Process</li> <li>• Build a Strategy Dashboard</li> <li>• Uncover Breakthrough Ideas</li> <li>• Discover New Ways To Add More Value Than Anyone Else In Your Market</li> <li>• Become a Learning Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Think Like a Marketer</li> <li>• Clarify Your Brand and Core Story</li> <li>• Improve Your Marketing Message(s)</li> <li>• Develop and Enhance Your Marketing Assets/Collateral</li> <li>• Acquire More Credibility Authenticators</li> <li>• Get More Customer and Market Data</li> <li>• Design a Systematic Marketing Process</li> <li>• Generate More Leads</li> <li>• Improve Your CRM and Pipeline Management</li> <li>• Utilize Content Marketing</li> <li>• Focus on Your Best Buyers</li> <li>• Build a Top-Notch Sales Team</li> <li>• Develop World-Class Sales Training</li> <li>• Establish A Consistent Sales Accountability and Reward Process</li> <li>• Improve Your Lead Conversion Percentage</li> <li>• Increase Your Customer Retention Rate</li> <li>• Increase Average Transactional Value</li> <li>• Increase the Frequency of Repurchase</li> <li>• Develop Raving Fans</li> <li>• Improve Your New Product/Service Launch Process</li> <li>• Test to Optimize Your Marketing Strategies and Tactics</li> <li>• Optimize Your Pricing Strategies and LTV</li> <li>• Institute Referral Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Improve Your Financial Intelligence</li> <li>• Build a Financial Dashboard With Real Time Data</li> <li>• Upgrade Your Current System For Controlling, Managing and Reporting Company Finances</li> <li>• Improve Cash Flow</li> <li>• Find Internal or External Capital to Fuel Your Growth Initiatives</li> <li>• Invest for Growth</li> <li>• Decrease A/R</li> <li>• Eliminate or Decrease Write-Offs</li> <li>• Reduce Your Operating Expense Percentage for Margin Improvement</li> <li>• Improve Your Cash Conversion Cycle</li> <li>• Budget For Growth and Profitability</li> <li>• Incentivize Key Personal</li> <li>• Incentivize Desired Behaviors for Employees, Vendors, Partners and/or Customers</li> </ul>

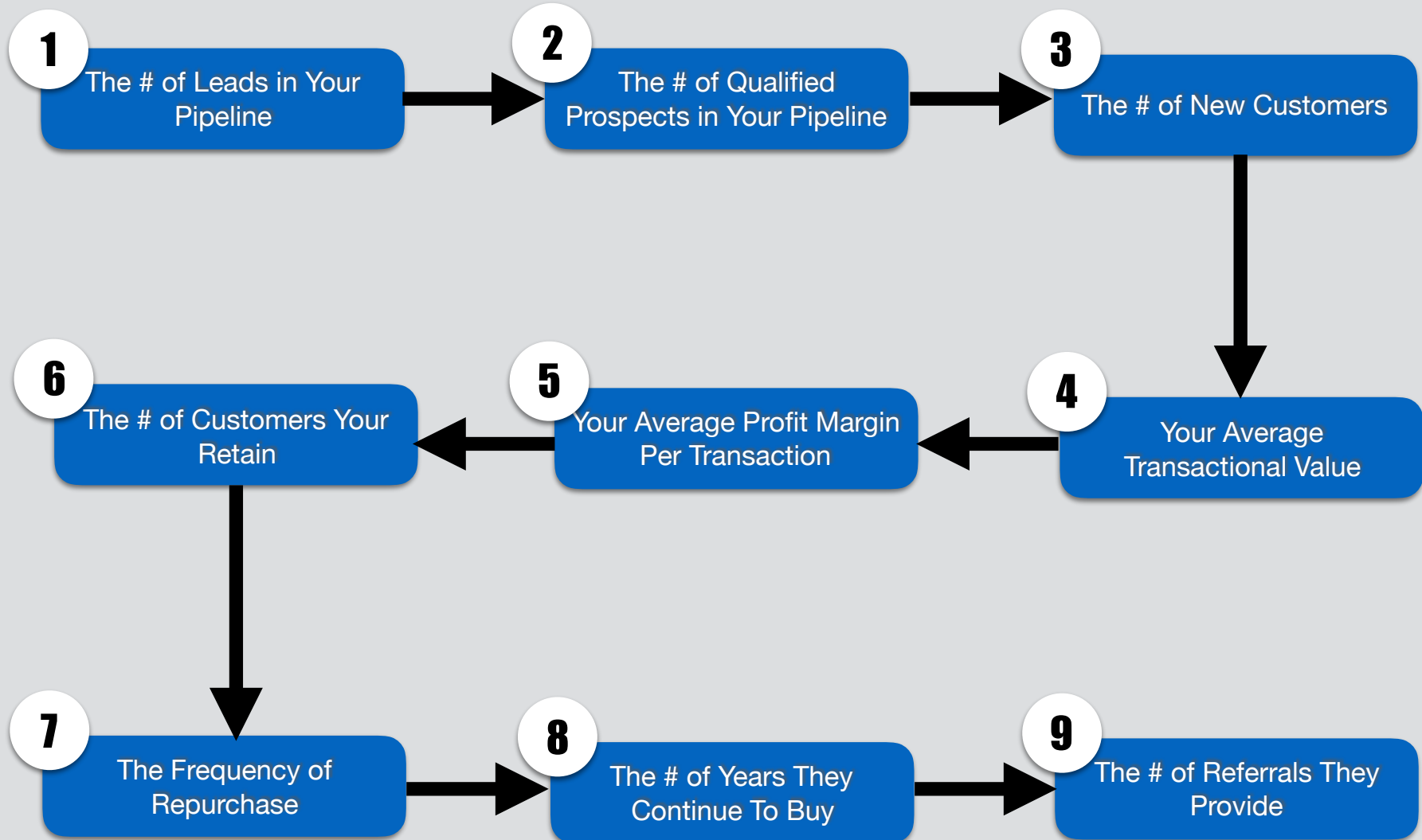
**Utilizing Your Six Key Levers - Clarity - Focus - Systems - Optimization - Accountability - Hustle**

# To Increase Capacity and Performance

Leadership	Management	You
<ul style="list-style-type: none"> <li>• Think Like A Leader/CEO</li> <li>• Improve Leadership Skills</li> <li>• Redesign Your Org Chart</li> <li>• Recruit And Hire Only A Players</li> <li>• Release Underperforming Players</li> <li>• Improve Your Communication Skills</li> <li>• Master the Art of Delegating Not Dumping</li> <li>• Double Your Frequency of Communication</li> <li>• Cast Vision Daily</li> <li>• Continually Monitor And Improve Morale</li> <li>• Create A Leadership Pipeline</li> <li>• Build the Right Culture for Your Business</li> <li>• Master Personality Type Leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Think Like A Manager/Coach</li> <li>• Align Everything And Everyone To Your Strategic Plan</li> <li>• Work The Plan</li> <li>• Increase Standards</li> <li>• Raise The Level Of Execution Excellence</li> <li>• Develop World Class Training</li> <li>• Employ Best In Class Project Management</li> <li>• Systemize Everything</li> <li>• Increase Meeting Cycle Times</li> <li>• Improve Meeting Efficiency And Effectiveness</li> <li>• Manage For Higher Performance</li> <li>• Measure and Manage With Metrics</li> <li>• Optimize Workflows</li> <li>• Improve Operations And Fulfillment</li> <li>• Eliminate Stupid Systems</li> <li>• Outsource</li> <li>• Increase Efficiency Through Technology</li> <li>• Develop Feedback Loops</li> <li>• Improve Performance Evaluation Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Improve Your Mindset</li> <li>• Focus On Your Unique Abilities</li> <li>• Shore Up Your Weaknesses</li> <li>• Face Your Fears</li> <li>• Improve Your Decision-Making Skills</li> <li>• Develop The Right Support System For You</li> <li>• Improve Your Time Management and Productivity Systems and Skills</li> <li>• Develop Your Own Personal University</li> <li>• Build Evaluation And Accountability Into Your Daily and Weekly Rhythms</li> <li>• Focus More On Being Effective Than Being Busy</li> <li>• Spend More Time Working “On” Your Business Than “In” Your Business</li> </ul>

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# The 9 Key Profit Drivers



# The Four Rights of Growth

