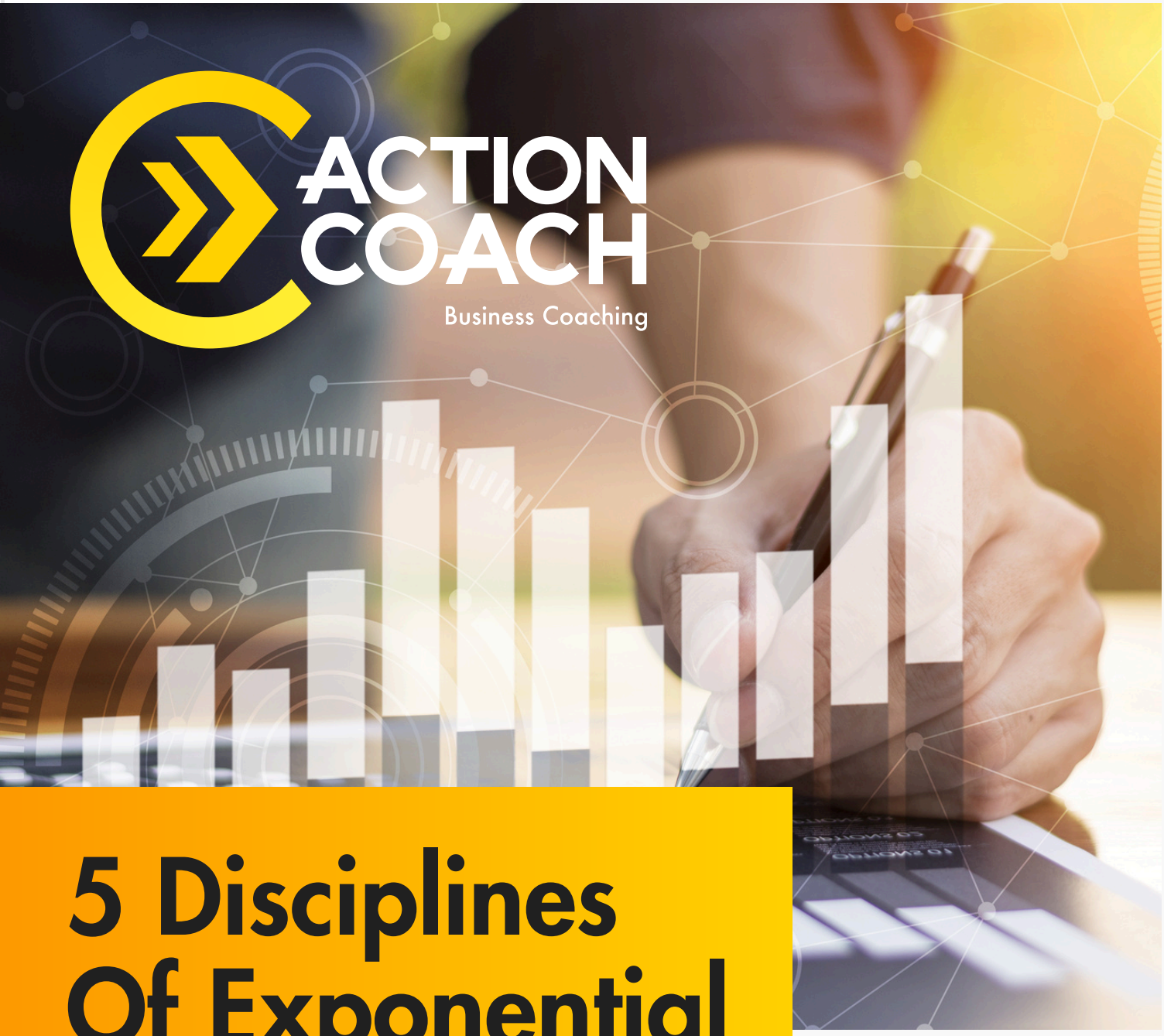


5 Disciplines Of Exponential Growth

Strategy Handbook

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Overview

This CEO-5 Discipline Strategy Handbook goes along with the Organizational Development Assessment and the CEO-5 Disciplines of Exponential Growth Chart.

This handbook isn't a complete list of strategies but rather a guide to help you understand some key methods to make strategic changes identified by the Organizational Development Assessment.

Not all the questions from the Organizational Development Assessment are listed here because some strategies address more than one issue. For example, one strategy might solve multiple problems.

The disciplines outline in this CEO-5 Discipline Strategy Handbook are:

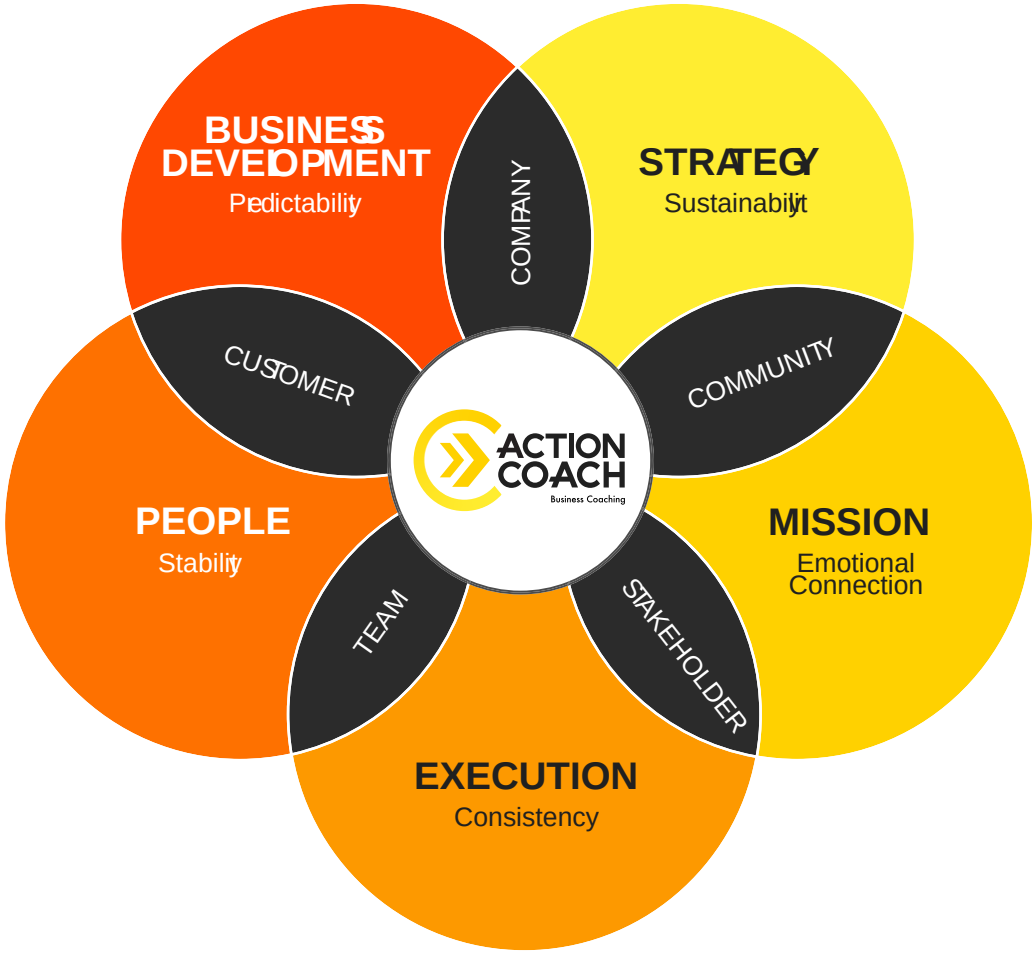
1 **Strategy**

2 **Business Development**

3 **People**

4 **Execution**

5 **Mission**



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Discipline 1: Strategy

1. Opportunity

Related Assessment Questions:

- Our company is positioned for long-term sustainability because of the opportunity in the market that we fill.
- We know exactly what business we are in.

Strategies:

1. **New 5 Ways Chart:**
   Utilize the new 5 ways strategy chart and calculations to identify opportunities for growth.

2. **Market Analysis:**
   Conduct a thorough market analysis to identify emerging trends and unmet needs. Use this information to adapt or expand your product/service offerings to capitalize on these opportunities.

3. **Competitive Benchmarking:**
   Regularly benchmark against competitors to identify gaps and potential opportunities in your market positioning and offerings.

4. **Customer Feedback Loop:**
   Implement a robust system for capturing and analyzing customer feedback to identify potential areas for new opportunities.

5. **Strategic Partnerships:**
   Form strategic partnerships with complementary businesses to leverage each other's strengths and expand market reach.

6. **Innovation Programs:**
   Establish innovation programs or teams within the company to continuously explore and test new ideas and opportunities.

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2. Leverage

Related Assessment Questions:

- Our products and services are structured for making a sale once and getting paid long term.
- We have scalability because future sales cost less and are easier to capture.

Strategies:

1. **Recurring Revenue Models:**
   Transition products and services to subscription-based models or implement loyalty programs to ensure recurring revenue.

2. **Cross-Selling and Upselling:**
   Develop and train your sales team on cross-selling and upselling techniques to increase the value of each customer transaction.

3. **Technology Utilization:**
   Invest in technology and automation to streamline processes, reduce costs, and increase efficiency, thereby leveraging resources more effectively.

4. **Asset Utilization:**
   Identify underutilized assets within the company and find ways to leverage them for additional revenue streams.

5. **Strategic Alliances:**
   Leverage strategic alliances and joint ventures to access new markets and customer bases without incurring the full cost of expansion.

3. Scalability

Related Assessment Questions:

- Our products and services are structured for making a sale once and getting paid long term.
- We have scalability because future sales cost less and are easier to capture.

Strategies:

1. **Standardization**:
   Standardize processes and procedures across the organization to ensure consistency and ease of replication as the business grows.

2. **Automation:**
   Implement automation tools and software to handle repetitive tasks and scale operations without a proportional increase in costs.

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3. **Scalable Infrastructure:**
   Invest in scalable infrastructure (e.g., cloud computing, modular facilities) that can grow with your business needs.

4. **Training Programs:**
   Develop scalable training programs for onboarding new employees quickly and efficiently.

5. **Flexible Business Models:**
   Design flexible business models that can be easily adapted to different markets and customer segments.

4. Market Ability

Related Assessment Questions:

- We are selling what people want to buy and are very marketable to our target audience.
- Our team thinks big picture and in a mindset of abundance.

Strategies:

1. **Customer-Centric Marketing:**
   Focus on customer-centric marketing strategies that clearly communicate the value and benefits of your products and services to your target audience.

2. **Brand Positioning:**
   Strengthen your brand positioning to ensure it resonates with your target market and differentiates you from competitors.

3. **Content Marketing:**
   Develop and execute a robust content marketing strategy to educate, engage, and convert your target audience.

4. **Data-Driven Marketing:**
   Utilize data analytics to track marketing performance, understand customer behavior, and refine marketing strategies for better results.

5. **Market Expansion:**
   Identify and enter new markets by tailoring your products and marketing strategies to meet the specific needs and preferences of different customer segments.

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Discipline 2: Business Development

1. Marketing

Related Assessment Questions:

- We have a clear marketing plan to out-perform our competition.
- Our target market is absolutely clear and our marketing arts attract them.
- At a minimum we measure lead generation, conversation rate, and average dollar sale, and strive to improve each one.
- We are creative and fun in attracting and servicing our customers.

Strategies:

1. **Target Market Definition:**
   Conduct detailed market research to refine your target market segments. Create customer personas to ensure marketing efforts are highly targeted.

2. **Competitive Analysis:**
   Perform a competitive analysis to identify strengths, weaknesses, opportunities, and threats (SWOT). Use this information to differentiate your marketing strategy.

3. **Content Marketing:**
   Develop engaging and relevant content tailored to your target audience. Use blogs, videos, webinars, and social media to attract and retain customers.

4. **SEO and SEM:**
   Invest in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to improve online visibility and attract more leads.

5. **Marketing Metrics:**
   Implement a robust system for tracking and analyzing key marketing metrics such as lead generation, conversion rates, and average dollar sale. Use this data to refine strategies and improve performance.

6. **Creative Campaigns:**
   Design creative and fun marketing campaigns that capture attention and engage your audience. Use interactive content, contests, and user-generated content to boost engagement.

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2. Sales

Related Assessment Questions:

- We have a clear sales process, and all salespeople maximize it.
- We measure customer loyalty, and it is consistently improving.
- At a minimum we measure lead generation, conversation rate, and average dollar sale, and strive to improve each one.
- We sell on value and service, and rarely sell on price value.
- Our business has future predictability because of our consistency in business development.

Strategies:

1. **Sales Process Optimization:**
   Standardize and document the sales process. Ensure all sales team members are trained and consistently follow the process.

2. **Sales Training:**
   Provide ongoing training and development for the sales team to improve their skills in prospecting, closing deals, and customer relationship management.

3. **Value Selling:**
   Shift the focus from price to value by training salespeople to highlight the unique value propositions and benefits of your products or services.

4. **CRM Implementation:**
   Use Customer Relationship Management (CRM) software to track sales activities, manage customer interactions, and analyze sales performance.

5. **Sales Metrics:**
   Regularly measure and analyze sales metrics such as lead generation, conversion rates, average deal size, and sales cycle length. Use this data to identify areas for improvement.

6. **Customer Loyalty Programs:**
   Develop and implement loyalty programs to reward repeat customers and encourage long-term relationships.

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3. Customer Service

Related Assessment Questions:

- We consistently provide training and development for all team members who interact with our customers.
- We measure customer loyalty, and it is consistently improving.
- We have clear customer service standards and everyone who interacts with customers lives by those standards.
- We are creative and fun in attracting and servicing our customers.

Strategies:

1. **Customer Service Training:**
   Provide comprehensive training for all customer-facing team members to ensure they have the skills and knowledge to deliver exceptional service.

2. **Customer Feedback:**
   Implement regular customer feedback mechanisms such as surveys, feedback forms, and follow-up calls to gather insights on customer satisfaction and areas for improvement.

3. **Service Standards:**
   Develop and enforce clear customer service standards and protocols. Ensure all team members understand and adhere to these standards.

4. **Customer Loyalty Measurement:**
   Regularly measure customer loyalty using metrics such as Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT). Use this data to drive improvements in service.

5. **Personalization:**
   Use customer data to personalize interactions and tailor services to individual customer needs and preferences.

6. **Customer Experience:**
   Create memorable and enjoyable customer experiences by being creative and proactive in your approach to service. Implement initiatives like personalized thank you notes, surprise gifts, or exclusive offers to delight customers.

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Discipline 3:

People

1. Leadership

Related Assessment Questions:

- We have a clear process to identify, retain, and/or develop future high potential leaders.
- Empowerment and involvement in the company are strong and higher throughout than expectations.
- We have a training curriculum that teaches key leadership skills for our management team.
- We have the right leaders in place to be successful over the next five years.

Strategies:

1. **Leadership Development Programs:**
   Implement comprehensive leadership development programs to identify and nurture high-potential leaders. Include mentorship, coaching, and rotational assignments.

2. **Empowerment Initiatives:**
   Foster a culture of empowerment by involving leaders at all levels in decision-making processes and providing them with the autonomy to make impactful decisions.

3. **Succession Planning:**
   Develop and maintain a robust succession planning process to ensure that future leadership needs are anticipated and met.

4. **Continuous Learning:**
   Encourage continuous learning and development by providing access to leadership courses, workshops, and seminars.

5. **Feedback Mechanisms:**
   Establish regular feedback mechanisms, such as 360-degree reviews, to provide leaders with constructive feedback and opportunities for growth.

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2. Talent Development

Related Assessment Questions:

- All employees have a personal development plan.
- We have a training curriculum that creates great team members at all levels of the organization (hard and soft skills).
- We believe that one great person is more effective than two average team members.

Strategies:

1. **Personal Development Plans:**
   Ensure every employee has a personalized development plan that aligns with their career aspirations and the company's goals. Regularly review and update these plans.

2. **Training Programs:**
   Develop comprehensive training programs that focus on both hard skills (technical skills) and soft skills (communication, teamwork, leadership).

3. **Mentorship Programs:**
   Establish mentorship programs to facilitate knowledge transfer and personal development. Pair experienced employees with new or less experienced team members.

4. **Performance Management:**
   Implement an effective performance management system that includes regular reviews, feedback sessions, and development discussions.

5. **Recognition and Rewards:**
   Create a culture of recognition by regularly acknowledging and rewarding outstanding performance and development efforts.

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3. Recruitment

Related Assessment Questions:

- We have a clear process for recruitment, hiring, and inducting the best new team members.
- We have an effective process for dealing with poor performers.
- We hire slow and fire fast.

Strategies:

1. **Recruitment Process Optimization:**
   Streamline and standardize the recruitment process to ensure consistency and efficiency in hiring the best talent.

2. **Candidate Experience:**
   Enhance the candidate experience by providing clear communication, timely feedback, and a positive interview process.

3. **Onboarding Programs:**
   Develop robust onboarding programs to integrate new hires smoothly into the organization and set them up for success from day one.

4. **Performance Improvement Plans:**
   Implement clear performance improvement plans (PIPs) for underperforming employees, with defined goals and timelines for improvement.

5. **Proactive Recruitment:**
   Build a talent pipeline by maintaining relationships with potential candidates and using proactive recruitment strategies such as employee referrals and social media outreach.

6. **Cultural Fit Assessment:**
   Incorporate cultural fit assessments into the recruitment process to ensure new hires align with the company's values and culture.

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Discipline 4: Execution

1. Process

Related Assessment Questions:

- All of the company's major processes are written down, trained on, followed, and updated periodically for continued improvement.
- We are productive vs. active (busy).
- We are constantly improving the actions that create our results (vs. just focusing on results).

Strategies:

1. **Process Documentation:**
   Ensure all major processes are thoroughly documented, including step-by-step instructions, responsible parties, and expected outcomes. Regularly review and update these documents.

2. **Process Training:**
   Implement regular training sessions to ensure all employees understand and can effectively follow documented processes. Include refresher courses to keep everyone up to date with any changes.

3. **Continuous Improvement:**
   Establish a continuous improvement program, such as Lean or Six Sigma, to systematically identify and eliminate inefficiencies in processes.

4. **Process Audits:**
   Conduct regular process audits to ensure adherence to documented procedures and identify areas for improvement.

5. **Feedback Loops:**
   Create mechanisms for employees to provide feedback on processes and suggest improvements, fostering a culture of continuous enhancement.

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2. Management

Related Assessment Questions:

- Every position in every department has Key Performance Indicators (KPIs) to measure progress and success.
- We have a visual dashboard of key performance (KPIs) that accurately measure our progress.
- 100% of our department managers and management team members have a 90-day action plan every quarter.
- We have well-executed communication habits throughout the entire organization.
- We have clear financial goals, budgets, forecasts for the future, and processes that are reviewed weekly.

Strategies:

1. **KPI Development:**
   Develop and implement KPIs for every position and department. Ensure these KPIs align with the company's strategic goals and provide a clear measure of success.

2. **Dashboard Implementation:**
   Create visual dashboards that display KPIs in real-time, accessible to all relevant team members. Use these dashboards to track progress and make informed decisions.

3. **90-Day Action Plans:**
   Require all department managers to develop and maintain 90-day action plans. Review and update these plans quarterly to ensure alignment with company goals.

4. **Effective Communication:**
   Establish regular communication routines, such as daily stand-ups, weekly meetings, and monthly reviews, to ensure clear and consistent communication throughout the organization.

5. **Financial Management:**
   Develop clear financial goals, budgets, and forecasts. Review these metrics weekly to monitor progress and adjust strategies as needed.

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3. Final Controls

Related Assessment Questions:

- We have a culture of peer accountability and follow-through. All team members count on each other and trust one another.
- Every team member understands how they influence cash flow, revenue, and profit.
- We are constantly improving the actions that create our results (vs. just focusing on results).

Strategies:

1. **Peer Accountability:**
   Foster a culture of accountability by implementing peer review systems, where team members hold each other accountable for their contributions and commitments.

2. **Role Clarity:**
   Ensure every team member understands their role and how it impacts cash flow, revenue, and profit. Provide training and regular updates on financial literacy.

3. **Regular Reviews:**
   Conduct regular performance reviews and check-ins to ensure follow-through on tasks and responsibilities. Use these sessions to provide feedback and support.

4. **Root Cause Analysis:**
   Implement root cause analysis techniques to understand underlying issues when results do not meet expectations. Focus on improving actions and processes that drive outcomes.

5. **Reward Systems:**
   Develop reward systems that recognize and incentivize continuous improvement and adherence to processes. Celebrate successes and learn from failures to promote a growth mindset.

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Discipline 5: Mission

1. **Values**

Related Assessment Questions:

- Our core values are clearly defined, documented, and known by all team members, used to hire, develop, and redeploy our team.
- Employee engagement is at an all-time high.
- All team members have a sense of pride about our organization in how we represent ourselves and talk with others.

Strategies:

1. **Define Core Values:**
   Engage key stakeholders in a collaborative process to define and document the core values of the organization. Ensure these values reflect the company's mission and vision.

2. **Communication of Values:**
   Communicate the core values consistently across the organization through training sessions, workshops, and internal communications. Use visual aids like posters and digital displays.

3. **Values Integration:**
   Integrate core values into all HR processes, including hiring, performance evaluations, and promotions. Ensure that all team members understand how their actions align with the company's values.

4. **Employee Engagement Programs:**
   Develop programs and initiatives that foster employee engagement, such as team-building activities, recognition programs, and feedback mechanisms.

5. **Pride in Representation:**
   Create initiatives that build a sense of pride among employees, such as sharing success stories, celebrating achievements, and promoting a positive work culture.

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2. Purpose

Related Assessment Questions:

- Our purpose is an emotional connector for our employees and has a clear impact on the world.
- The business direction for the future is clear and motivating to every team member.
- Our team members are here for a career vs. a job.
- We have an environment of energy and excitement for the future.

Strategies:

1. **Purpose Statement:**
   Develop a clear and compelling purpose statement that connects emotionally with employees and aligns with the company's mission and vision.

2. **Purpose Communication:**
   Communicate the purpose consistently through all internal channels, ensuring that it is understood and embraced by all team members.

3. **Future Vision Workshops:**
   Conduct workshops and meetings to articulate the business direction and future vision. Involve employees in these sessions to foster a sense of ownership and motivation.

4. **Career Development Plans:**
   Create and implement career development plans for employees, emphasizing long-term career growth and opportunities within the organization.

5. **Energetic Work Environment:**
   Foster an energetic and exciting work environment by promoting innovation, encouraging new ideas, and celebrating milestones and achievements.

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3. Giving Back

Related Assessment Questions:

- We make a positive difference in the lives of our community and employees the world we live in.
- Our organization gives time and financial donations to our community to help those less fortunate.

Strategies:

1. **Corporate Social Responsibility (CSR) Program:**
   Develop and implement a CSR program that focuses on making a positive impact in the community. Identify key areas where the company can contribute, such as education, health, and the environment.

2. **Community Engagement:**
   Encourage employee participation in community service activities. Organize company-wide volunteer days and partner with local charities and non-profits.

3. **Financial Contributions:**
   Allocate a portion of the company's profits to charitable donations. Establish a process for selecting and supporting causes that align with the company's values.

4. **Employee Volunteering:**
   Implement a program that allows employees to take paid time off for volunteering. Recognize and reward employees who actively participate in community service.

5. **Impact Reporting:**
   Regularly report on the company's community impact and CSR activities. Share success stories and highlight the positive difference made by the organization and its employees.

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