






Growth Strategy

Focus investment and resources where they'll matter most.

You know realizing growth from new sources is critical to the future of your business, but where to focus those efforts is not nearly as clear. With the right framework and Maddock Douglas' proven, insights-driven approach, you will gain clarity on the types of growth your organization should focus on, and the specific efforts with the greatest potential to unlock new revenue.

- **+ Focus investment & effort on the right ways to grow**
- + Balance risk & reward across your growth portfolio**
- + Identify & prioritize innovation white spaces based on unmet needs**
- + Integrate your current pipeline & clearly expose gaps**

 Maddock
Douglas

Focus your resources, intentionally

THE CHALLENGE

Your organization is trying to prioritize and execute on ideas, but so far it has only tackled disparate projects without an organizing framework. With no shortage of potential ways to realize growth, aligning (and committing) to the right “short list” is nearly impossible.

THE SOLUTION

An insights-driven approach anchored in the Innovation Portfolio and Six Ways to Grow, validated and prioritized through research.

Maddock Douglas’ philosophy on Growth Strategy was recently published in *Harvard Business Review*:

Deciding which ways to grow needs to be intentional — not driven by luck. Innovation budgets are finite, so allocations of your scarce resources should reduce risk and focus on the best bets. It needs to be balanced for maximum return the same way a retirement fund needs to be balanced among high and low risks and rewards.

Harvard Business Review

ARTICLE GROWTH STRATEGY

The 6 Ways to Grow a Company

by Gino Chirio

Our Insights-Driven Approach to Growth Strategy

1

Create Current and Future Value Propositions

Work together to generate “now” to “next” opportunity areas anchored in your superpower, and set the appropriate allocations for your growth portfolio.

2

Validate and Prioritize

Conduct quantitative research to get “outside-in,” customer-centered perspective on the needs at the center of your value propositions, and set your growth trajectory.

3

Action Roadmap

Create an integrated view of existing initiatives plus the necessary activities to fill gaps in your portfolio and make fast progress.

Serious about growth?
Let’s talk about how we can help!
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