

A decorative graphic in the top right corner featuring two upward-pointing arrows on the left and a bar chart with four bars of increasing height on the right, topped with a curved arrow pointing upwards.

# 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**
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- A decorative graphic on the right side of the page consisting of four upward-pointing arrows of varying sizes and orientations, arranged in a cluster.

# 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.



## Harvard Business Review

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### ARTICLE GROWTH STRATEGY

## The 6 Ways to Grow a Company

by Gino Chirio

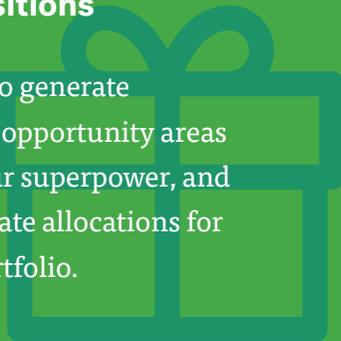
**Maddock Douglas’ philosophy on Growth Strategy was recently published in Harvard Business Review:**

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.

## 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.



Serious about growth?  
Let’s talk about how we can help!  
[hello@maddockdouglas.com](mailto:hello@maddockdouglas.com)



### 3 Action Roadmap

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

