



Growth Accelerator

BUSINESSES DON'T GROW IN STRAIGHT LINES. THE ROAD TO SUCCESS IS FULL OF TWISTS AND TURNS! THE GROWTH ACCELERATOR HELPS YOU MAP OUT EXACTLY WHERE YOU ARE NOW AND HELPS YOU UNDERSTAND WHERE TO GO NEXT.

The journey of business growth is a bumpy one, but that doesn't mean you are helpless. There are definite steps you can take to grow faster and smarter.



THIS IS AN INCREDIBLY POWERFUL TOOL.

At Tricres, we focus on accelerating the growth of the value of businesses like yours.

WHAT DO WE MEAN BY VALUE?

These are the things that don't appear on your balance sheet. They are intangible assets.

They are the things that add up to **seven times*** the average value of your business though, so they're important.

**this is an approximation, all businesses are valued according to their scalability, market positioning and offering. Use the scale to prioritise your focus of attention when building value in your business.*

THESE ARE THE THINGS THAT CREATE UP TO 7 TIMES THE AVERAGE VALUE OF YOUR BUSINESS:

- Scalability
- Brand Architecture
- New Channels to Market/Partnerships
Joint Ventures (JV's)
- Product and Service Extension
- Innovation
- Talent Pipeline, Quality SMT, Culture and Habits and Housekeeping

THESE ARE THE THINGS THAT YOU NEED TO ACHIEVE AN AVERAGE MARKET VALUE OF YOUR BUSINESS:

- Cost management
- Economic engine control
- Asset Management
- Management of Liabilities
- Economic and Political Landscape

Your Finance Director or accountant will focus on these areas, and as directors you need to keep a watchful eye on the economic and political landscape. With these in place, your business could potentially be worth up to 7 times more than the average market value.

As a business you need to balance the elements below the average value line with the elements above the average value line.

VALUE ADD

Up to 7 times average valuation when you have the elements ABOVE the pink line in place

FINANCE P&L

Average valuation if you have all the elements BELOW the pink line in place

In straightforward terms:

$$\text{VALUE} = \text{PROFIT} \times \text{MULTIPLE}$$

The finance people take care of your profit (below the line) and you take care of your multiple (above the line).

INCREASING THE MULTIPLE INCREASES THE VALUE OF THE BUSINESS.

COMBINE THE GROWTH ACCELERATOR
AUDIT MATRIX PROVIDED IN THIS
DOCUMENT WITH THE HORIZON
MODEL TO DEMONSTRATE WHERE
YOU ARE ON YOUR BUSINESS
JOURNEY RIGHT NOW, AND
YOU'LL BE ABLE TO MAP OUT
THE EXACT STEPS YOU NEED
TO TAKE IN ORDER TO GET TO
WHERE YOU WANT TO BE.

TAKE NOTE OF THE FEELINGS AND ENERGY IN THE BUSINESS

Take a note of the feelings amongst the owners of the business. This is crucial as it will tell you how much energy you have available to drive the growth you want. If your energy is low, then you may need to work with the team refresh and re-energise what you're doing. A coach or consultant can often help with this, talk to us at Tricres and we'll put you in touch with one of our highly experienced Tricres Partners

To grow a fairly mature business, you, as the owner usually has to step back from day-to-day operations and become a part-time chair or consultant for the business. This can be hard to achieve and should not be rushed. Go at your own pace and make sure the senior team are ready, willing and able to take on the full responsibility and accountability for the success of the business.

Remember that as the owner of a mature business, you may be the blockage to growth.

You might need to ask yourself some difficult questions.

THINGS TO THINK ABOUT WHEN CONSIDERING USING THIS MODEL:

1. What could my business be doing that it isn't?
2. Are we fit for the next three years or do we need to make changes in structure, people, skills or even products and services?
3. Do we have a succession plan or talent pipeline?
4. How are we managing our sales cycle?
5. We seem to be going around in circles and I'm not sure why.
6. We feel stuck.
7. I am exhausted, and my heart isn't in it anymore.
8. We've got incredible plans for growth and aren't achieving our potential

THESE ARE THE QUESTIONS TO ASK YOURSELF AT THIS STAGE:

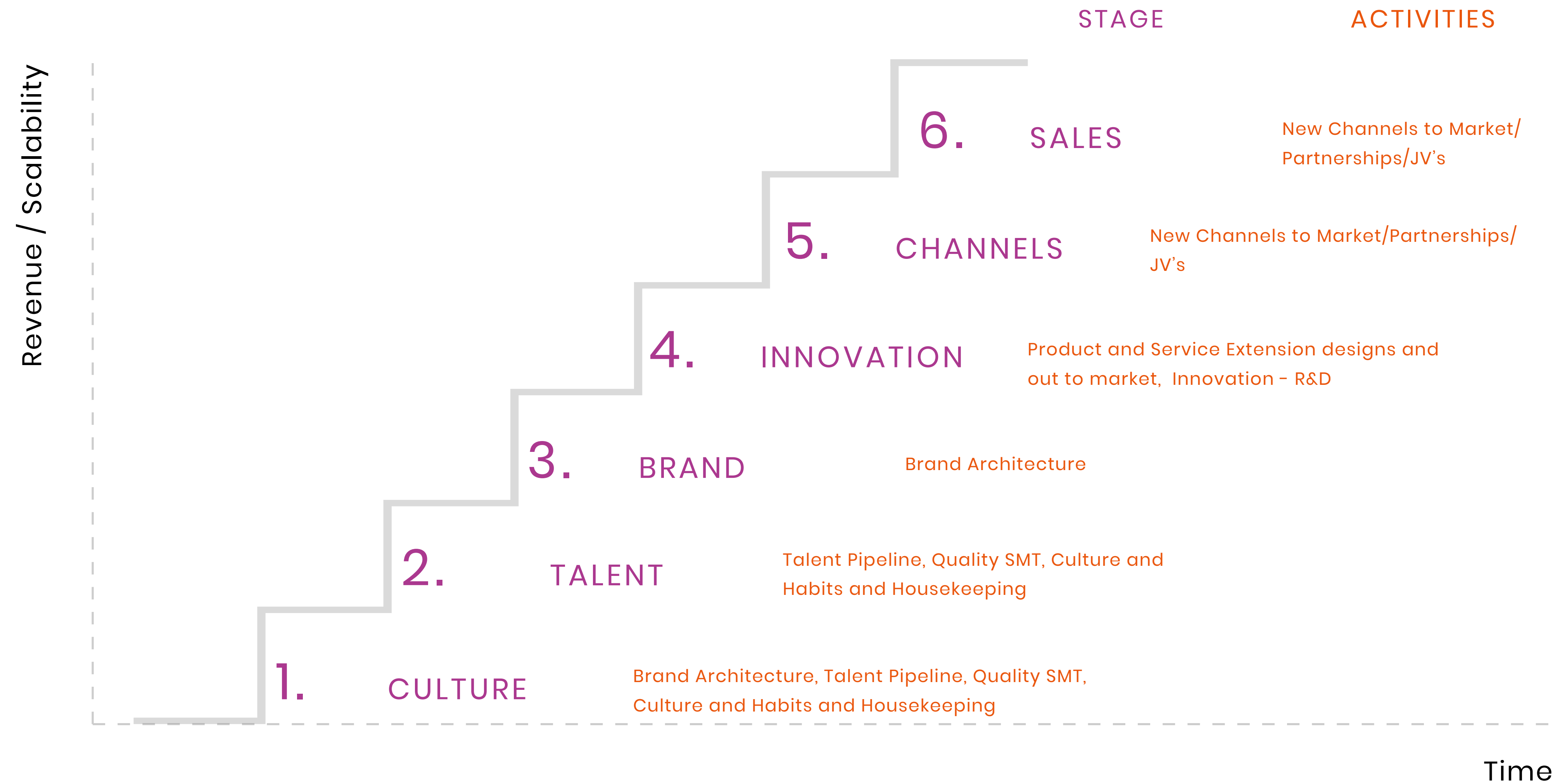
When listening to yourself talk about your business, you may hear excitement around the growth plans you have, or you will hear about the frustration around the fact you are stuck and haven't grown for a while.

Remember, if a business isn't growing, it's going backwards. Also, remember, a business can be turned around with the right kind of help, support and resources, but only if the you as leader is willing to do something different.

1. Do I want to do things differently in order to achieve growth?
2. Am I prepared to invest time, money and resources into growing?
3. Do I view this investment as an investment or will I resent it and view it as a cost or expense?
4. How much time will I dedicate to getting this right?

You need to answer these questions honestly and accurately. Do NOT start learning or implementing or using the Growth Accelerator unless you are prepared to invest time, money and resources into making changes.

HERE'S THE GROWTH ACCELERATOR MODEL



THE GROWTH ACCELERATOR AUDIT

BUSINESS ELEMENT	SCORE /10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
CULTURE					
1. Purpose		What is the reason for the business' existence?			Culture as a Platform for Growth and Grow Section of Fuel My Business App
2. Mission and Vision		What change are you trying to bring about with your business and what is the nearest horizon line you're currently working towards?			Culture as a Platform for Growth and Grow Section of Fuel My Business App
3. Values		What are the stated values and how are they used to make decisions in the business?			Culture as a Platform for Growth and Grow Section of Fuel My Business App

BUSINESS ELEMENT	SCORE /10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
TALENT					
1. Talent Attraction		How are you attracting the best talent into your business?			Talent Pipeline, Succession Planning Grow Section of Fuel My Business App
2. Talent Retention		What are you actively doing to retain that talent?			Talent Pipeline, Succession Planning PLUS 21st Century Leadership Grow Section of Fuel My Business App
3. Talent Development		How are you actively developing the talent you already have within your business?			Talent Pipeline, Succession Planning PLUS 21st Century Leadership Grow Section of Fuel My Business App
4. The Right People in the Right Roles		Are there decisions to make about moving people on, up or out?			Players on the Pitch

THE GROWTH ACCELERATOR AUDIT

BUSINESS ELEMENT	SCORE /10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
BRAND					
1. Internal view		How do your people perceive your brand?			Developing a Brilliant Brand 
2. External view		How is your brand perceived by your customers?			Developing a Brilliant Brand 
3. Positioning		How are you positioned in the market place you currently operate in?			Developing a Brilliant Brand 

BUSINESS ELEMENT	SCORE /10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
INNOVATION					
1. Product or Service Extension		What do you currently have that you can create differently?			Our Economic Engine and Building a Brilliant Brand will help you with this
2. R&D		Is there someone focussing on research and development in your market?			Our Economic Engine and Building a Brilliant Brand will help you with this
3. Leveraging our Secret Sauce		This is about HOW you deliver your product or service. In what way do you do it differently in your market place and how do you promote that? If you were to know what to do differently, what would this be?			We find that our Tricres Partners can spot your secret sauce more easily than you can, just because we see so many businesses and know how things are done elsewhere contact us to find out about engaging with one of our highly experienced Partners hello@tricres.com

THE GROWTH ACCELERATOR AUDIT

BUSINESS ELEMENT	SCORE OUT OF 10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
CHANNELS TO MARKET					
1. Collaboration and community		Who are you working with? How is that working out?			Our Economic Engine in the Fuel (revenue) section of Fuel My Business App will
2. Partnerships and JV's		What formal partnerships and or JV's are there now or in the pipeline?			Our Economic Engine is the Fuel (revenue) section of Fuel My Business App will

BUSINESS ELEMENT	SCORE OUT OF 10	WHAT	DETAILS DISCOVERED DURING AUDIT	RECOMMENDATIONS	PROGRAMME TO USE ON THE FUEL MY BUSINESS APP
SALES					
1. Revenue Generation		Do you understand the need you're meeting in the market? Are there any blockages to growth?			Our Economic Engine is the Fuel (revenue) section of Fuel My Business App will
2. Tools to sell more		How are you selling? What CRM are you using?			Our Economic Engine is the Fuel (revenue) section of Fuel My Business App will
3. Marketing campaigns		Are you selling to the right audience in the right way?			Our Economic Engine is the Fuel (revenue) section of Fuel My Business App will

THE GROWTH ACCELERATOR AUDIT

Once you have a detailed overview of where your business is, then you can clearly identify the areas you need to work on right now.

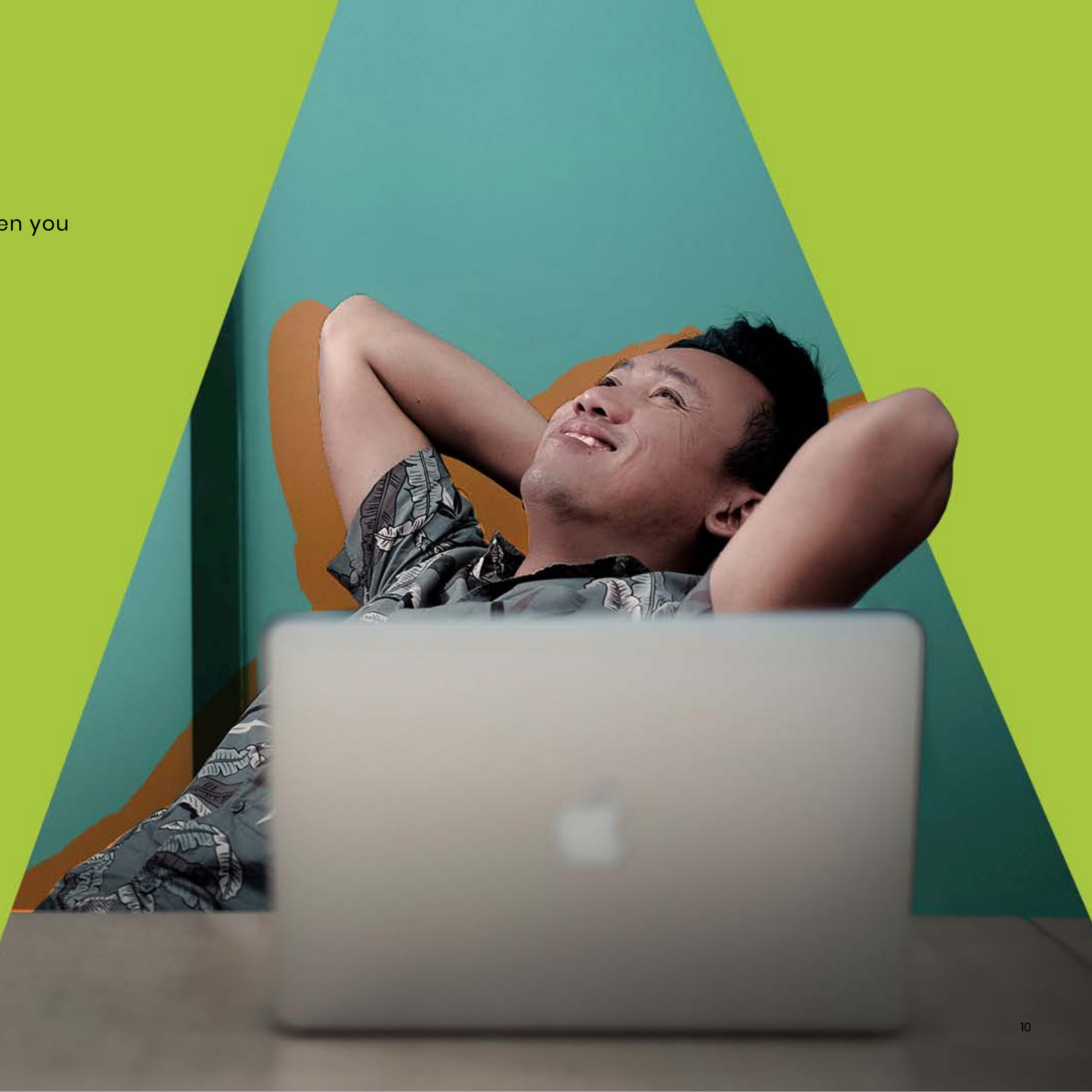
Be honest when you answer. Ask various members of your team to comment and ask them to be honest. Use this score as a benchmark for **PROGRESSION AND GROWTH**.

You are where you are and the fact you're now looking in detail at that is massive progress.

If you get stuck, you can contact us at Tricres and we'll arrange a call or face-to-face appointment to help, or point you in the right direction. contact us at hello@tricres.com and we'll put you in touch with one of our highly experience Tricres Partners

Continue to use the **GROWTH ACCELERATOR** Model to benchmark your progress, and review it every six months.

Remembering to use your **PLAYERS ON THE PITCH** model and make someone accountable and responsible for the relevant section on this model.



Enjoy!

People. Strategy. Revenues

When you're ready for some bespoke support contact us and we'll put you in touch with one of our highly skilled Tricres Partners.

Contact us at hello@tricres.com

