

Achieving and Sustaining Growth Strategies That Work

Is your leadership group able to effectively respond to these 8 questions?

- 1. What are the major uncertainties you are confronting in your business and does your leadership group adequately address these in your business strategy?**
- 2. Is there a consensus within the leadership group on the question, “What is the core business”?**
- 3. Have you identified opportunities to increase revenue and profits within sub-segments of your most profitable customer groups?**
- 4. Which of the following is the most appropriate choice for investment and commitment at this time?**
 - Your core business**
 - New opportunities related/adjacent to the core**
 - Sub-segmenting to identify ‘hidden’ opportunities within customer groups**
- 5. Have you adapted your strategy in line with the ‘digital revolution’?**
- 6. What is your most powerful organization capability and is it being adequately leveraged to strengthen your business?**
- 7. Is there a ‘scorecard’ in place that effectively links strategy and execution with financial and other key indicators e.g. customer performance, operations, employee development? Has this scorecard been disaggregated to reflect the performance of departments?**
- 8. Is there general agreement within the senior management group on the key leadership behaviours and practices necessary for success? Are these behaviours prevalent throughout the organization?**

Incite Leadership assists leaders to effectively respond to questions such as these and to position their firms for growth.