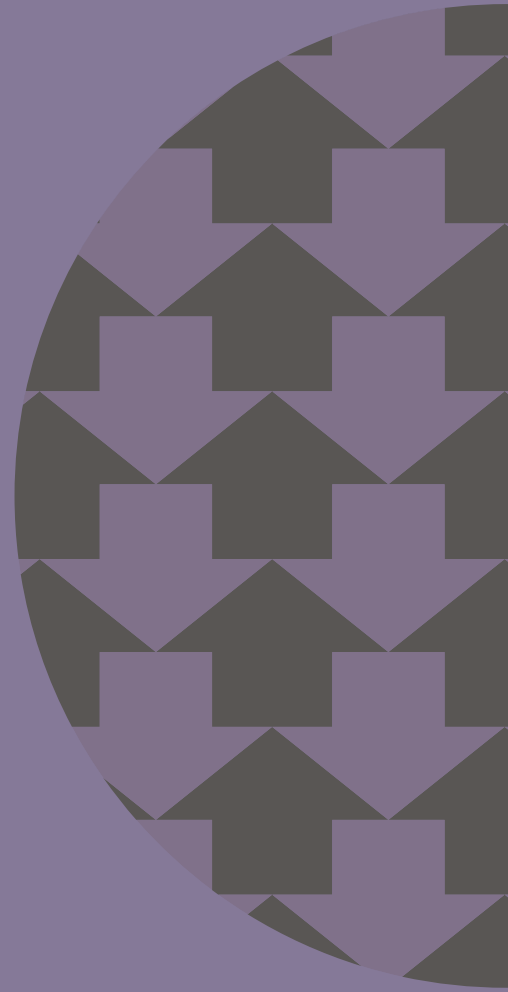# DESIGN.
Point of View Paper

Growth in a global recession:

Delivering higher output with less resources

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2023, and the immediate years that follow will see businesses suffer, revenues shrink and growth slow. According to the World Bank Group[1]:

> "Growth in advanced economies is projected to slow from 2.5% in 2022 to 0.5% in 2023. Over the past two decades, slowdowns of this scale have foreshadowed a global recession."

> "By the end of 2024, GDP levels in emerging and developing economies will be roughly 6% below levels expected before the pandemic."

In an attempt to weather the economic slowdown many global and large enterprises are targeting aggressive cost savings by reducing headcount and slashing budgets.

STRATEGIC LANDSCAPE.

The impact on revenue, sales, marketing, and creative ops is already being felt.

Having the right processes and team to deliver sales targets is under intense scrutiny. Headcount freezes or cuts are forcing sales leaders to find effective ways to scale sales excellence, reduce overreliance on the top performers, and increase attainment.

Alongside marketing, sales are also scrambling to close the gap in drop off between demand and sales conversion. Ineffective channel spend followed by wasted sales effort on un-qualified leads are just two key areas where savings are expected. Greater team collaboration to improve demand generation and demand prioritization is essential to improving efficiency across the marketing sales funnel.

Meanwhile marketing and creative ops are having to streamline campaign production processes, remove manual and duplicate effort, and provide quality work at speed with fewer resources. Being able to prove where best to deploy budget and what impact that has on marketing sourced pipeline has become critical to these cost saving initiatives.

SOLUTION.

So, what considerations will identify the biggest efficiency gains without compromising your ability to drive growth?

You can start by splitting analysis across the key business levers.

PEOPLE. *How are your teams structured? What resources and skill sets do you have? Where do you have multiple people doing the same job? How utilized are they at present?*

WORKFLOW. *How does work get done? Where are there manual steps in the process? What bottle necks exist? What's stopping teams and individuals doing their best work more efficiently?*

TECHNOLOGY. *Does technology help or hinder teams in their day to day? Are the tools well adopted or underutilized? What capabilities are missing that would make doing the job easier?*

DATA. *How trustworthy is the data in your business? How easy or hard is it to access the data you need, when you need it? Do you feel the data serves you or causes more issues?*

Once you have categorized your issues you can then start to connect relationships between them. Where does one issue impact another? If you fix one issue, can you solve another elsewhere? If you focus budget and effort in one area, how will that impact other areas? What quantifiable impact do you expect if you address a particular area? What's the cost of doing nothing?

Bluprintx

Now you should have a network of interdependent initiatives that you can start to prioritize based on budget, effort and likely impact. This forms the basis of a strategy and roadmap towards efficient growth.

BLUPRINTX GROWTH EFFECTIVENESS ACTION PLAN.

Our Growth Effectiveness Action plan helps customers identify and prioritize key initiatives. A tailored roadmap of process improvements, technology enhancements, roles and responsibilities, collectively empower organizations to optimize how work gets done and results get delivered.

Organizational design & operating models

We assess the structure of your business functions and operating model to find the most optimized version for you. Whether a sales, product, demand gen or commerce led business model, we find the ideal global structure across functions. A lean org chart that ensures you have the right number of key roles and skill sets and a business logic that removes bottlenecks and inertia from planning, decision making and execution.

Technology & data

We audit and design your technology ecosystem to ensure you deploy the right capabilities, enabling marketing, sales, and support professionals to do their best work efficiently and effectively. Integrating across platforms so the right data can be democratised for insights, delivering experiences, and improving revenue outcomes. We identify areas of redundancy, low adoption, and opportunities to reduce the total cost of ownership.

Marketing & creative productivity

From campaign intake, through execution to performance reporting we map your entire end to end process and how you can automate across teams. We cut bottlenecks, manual steps and duplication of effort so you get quality campaigns to market quicker. We liberate high performing assets for use in campaigns, report insights into channel and asset performance, monitor budget allocation and determine return on marketing spend.

Our action plan helps you understand:

➡ *"In which areas of my business can I make the biggest efficiency gains right now across my people, workflow, technology and data?"*

➡ *"What initiatives do I need to prioritize? How can I take immediate positive action with the least risk?"*

➡ *"How can I get visibility and control over the levers of growth so I can allocate my budget accordingly?*

SERVICE DELIVERABLES.

Our Growth Effectiveness Action plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth.

STRATEGY FOR GROWTH — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

BUSINESS REQUIREMENTS & KEY USE CASES — a prioritized set of business requirements that align your strategy, initiatives and business use cases.

PROGRAM OF WORK & ROADMAP —a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

SOLUTION DESIGNS (OPTIONAL) — supporting designs as necessary to achieve your objectives such as workflows and technology architecture.

THE PROCESS.

Typically, our action plans take two — three months depending on scope and availability of key stakeholders. Our approach is simple.
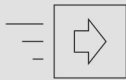
STAGE 1

Discover — an initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/category research. This allows us to understand your unique symptoms and business challenges.
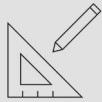
STAGE 2

Diagnose — a thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.

STAGE 3

Design — we design your custom plan and gain handshake agreement so you can start implementing solutions immediately.

Sources

[1] *World Bank Group: Global Economic Prospects Report January 2023 (https://openknowledge.worldbank.org/bitstream/handle/10986/38030/GEP-January-2023.pdf)*

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