

GROW.

Point of View Paper

Sustainable growth.

The key to business resilience in a turbulent economy



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GROWTH. BY DESIGN.

Through difficult economic times business resilience is tested. Growth ambitions become more conservative, cost savings and survival become the prevailing modus operandi. More ambitious or 'primed-to-strike' organizations seize on the opportunity to accelerate growth, win market share or increase share price.

For those just hoping for survival the key to business resilience isn't just the ability to grow. In the face of budget cuts or downsizing the real trick is to make growth sustainable, quarter on quarter, year on year.

Sustainable growth means predictability, confidence, and security.

CONTROL OVER THE LEVERS OF GROWTH.

Before growth can become sustainable one must have control over the levers of growth. That means having visibility. That requires the business insights and ability to dial up or down how you allocate budget and resource, optimize how work gets done and leverage your technology and data to increase operational efficiency, improve time to market and increase ROI from marketing and sales efforts. Without this control, sustainable growth is next to impossible.

For those already seated at the cockpit of controls, continuous optimization becomes the end game. Constantly monitoring and adjusting based on near-real time feedback to ensure that as market forces and priorities fluctuate, you correct course and maintain results.

MARKETING IMPACT AND ROMI.

Facing a squeeze on budget and pressure to justify spend, marketing leaders are currently feeling the full force of current economic pressures. Continuous benchmarking and optimization of program spend. The ability to prove influenced and attributed revenue. Continual improvement in speed to market through efficient processes and resource utilization. These are all an absolute priority.

SALES EFFECTIVENESS.

Getting more from your sales force, enabling sales effectiveness, focusing on high value opportunities, and accelerating deal velocity becomes critical for sales leaders. Having real time sales insights into territory, market, industry or account performance as well as customer behaviour allows sales teams to pivot and maintain sales performance. Forecasting becomes easier, more reliable, and predictable.

CUSTOMER EXPERIENCE AND CARE.

Account and customer service teams have a critical part to play in optimizing sustainable growth. Maintaining customer loyalty, increasing LTV and churn reduction create a stable platform for a business to build on.

Customer or account feedback is your temperature gauge and fastest closed loop feedback mechanism. Optimizing customer care builds trust in your business or brand and provides sales and marketing with insights on how to improve messaging and offerings for net new acquisition strategies.

SUSTAINING GROWTH FROM A POSITION OF CONTROL.

For those fortunate to have the insights and control across business functions, people, workflow, technology and data, sustainable growth through optimization becomes more attainable.

Asking the following questions can help business leaders ascertain how close they are to being able to optimize their way to sustainable growth.

➡ **Do I have data and insights from across the business in one place? Do I trust the data?**

Your optimization efforts hinge on the ability to have reporting insights on key performance metrics from across business functions. Clean, trustworthy data on which you can begin to apply strategies to test budget allocation breeds confidence.

➡ **Do I have sufficient benchmarks of historical and recent performance?**

It goes without saying, if you don't know your starting point you can't plot a route to where you want to end up. The lack of benchmarks often kills optimization and growth before it has begun. Holding business functions to task on providing benchmarks on key metrics should be non-negotiable.

➡ **Do I have a methodical and intelligent optimization strategy?**

Hit and hope testing won't lead to steady, sustainable growth. Ensuring you have a clear methodology for testing any element of your business performance provides the necessary guardrails to ensure cycles of testing move you forward rather than sideways or backwards.

➡ **Am I working with or against the business strategy?**

To drive growth sustainably all the aforementioned questions requires answers. However, being able to tie testing and optimization back to your original business strategy and having the flexibility to shift focus to alternative initiatives mid-strategy will make or break results. This plasticity in your strategy will help you make the necessary moves to capitalize on any efficiency or revenue gains.

OPTIMIZE YOUR WAY TO SUSTAINABLE GROWTH WITH BLUPRINTX.

At Bluprintx we can help you establish the cockpit of controls through performance dashboards and data insights that allow you to track progress against budget, resource utilization, customer engagement and revenue outcomes.

We give you the tools to track progress against baselines and collaborate on performance improvement strategies across teams that create a continuous cycle of growth.

Our testing and optimization frameworks give you confidence and control through a methodical approach to achieving micro and macro gains.

This strategically aligned, data evidenced, methodically tested approach gets you closer to the sustainable growth necessary to maintain resilience in the face of today's challenges.