

Business Growth Accelerator 2021

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- Focus on Profitable Growth.
- Facilitated sessions with key team members.
- Plan for success in these disrupted times through regular workshop sessions to seize opportunities.
- Implement with accountability
- Get clear on what is working, what is not.

Satisfaction
Guaranteed
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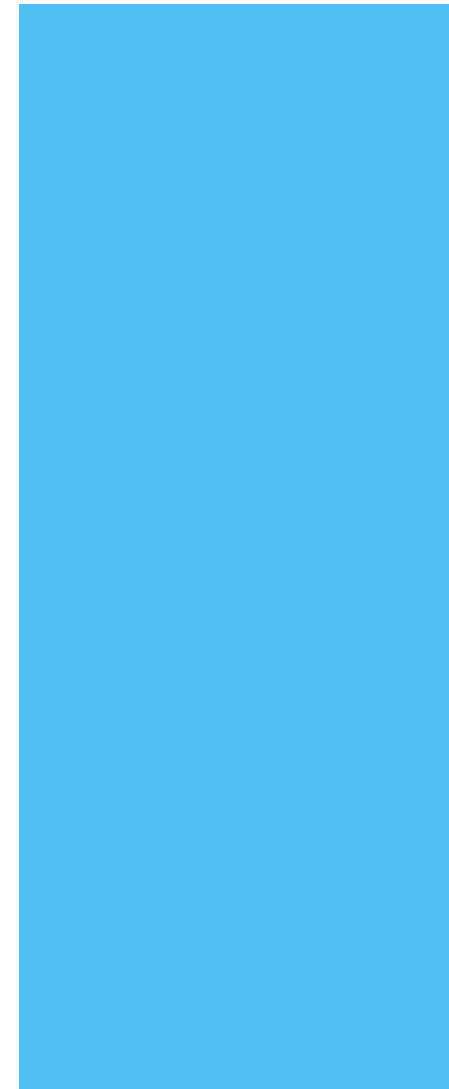
No Risk Refunds - if not satisfied in the first 3 months.

The Argument for Imagination & Growth

- *Imagination — the capacity to create, evolve, and exploit mental models of things or situations that don't yet exist — is the crucial factor in seizing and creating new opportunities, and finding new paths to growth.*
- *Imagination is also one of the hardest things to keep alive under pressure.*
- *Companies that are able to do so can reap significant value. In recessions and downturns 14% of companies outperform both historically and competitively, because they invest in new growth areas.*

Business Performance

Impact	Share Growth	Development	Market Growth
*****	Strong	Multiple new Markets	Supercharged
****	Surging	New Market + New Offer	Accelerated
***	Steady	A New Offer	Idle
**	Steady	No New Offers	Decelerated
*	Struggling	No Attempted Development	Detonated



Accelerator Development Packages

Single Program \$2.5k/m

- Running a single program, e.g. sales development.
- Facilitating of up to a half day each month,
- 1 mentoring monthly session
- Output & Feedback captured
- Savings up to \$1.75k/m.

Multi Program \$5k/m

- Assisting with multiple development function areas.
- Leading Sessions up to 2 days a month total,
- Change Tools can be deployed as desired (cost of the tool offered additionally at cost).
- Output curated & captured
- Progress reviewed with leadership monthly
- Implement assessment tools like Gallup Strengths.
- Saving up to \$7k/m

Structural Program \$9.7k/m

- Facilitation sessions of up to 3 days total Monthly
- 1x90min monthly Masterclass
- Progress reviewed with leadership monthly
- Individual Mentoring sessions monthly of each change lead
- Change Tools can be deployed as desired (cost of the tool offered additionally at cost).
- Output curated and captured
- Savings up to \$14.8k/m

Programs typically invoiced quarterly in advance and are ex GST.
3rd party assessments additional and passed on at cost.

Why Facilitation?

- Many businesses operate day-to-day fine, but miss opportunities to profitably grow.
- Despite best intentions, many change initiatives fail.
- The first few meetings are exciting as the best and brightest come together.
- Facilitation can be very transactional, failing to capture aspirations.
- Often high initial expectations fall off as progress is slow and members are distracted.
- By six months, most want out and find themselves unable to regularly meet up, actions are often given insufficient attention.
- WIIFM creeps in more and more as line managers demand focus on day jobs.
- Silos exist in many organisations, at times limiting collaboration.
- In times of uncertainty, we can feel threatened, our fight or flight response can be in play more often, disrupting our contribution to teams.

How?



Method

THE BIG OPPORTUNITY

It begets a change vision, which begets strategic initiatives.

The Big Opportunity

A window into a winning future that is realistic, emotionally compelling, and memorable



Change vision

What you need to look like to be able to capitalize on the Big Opportunity

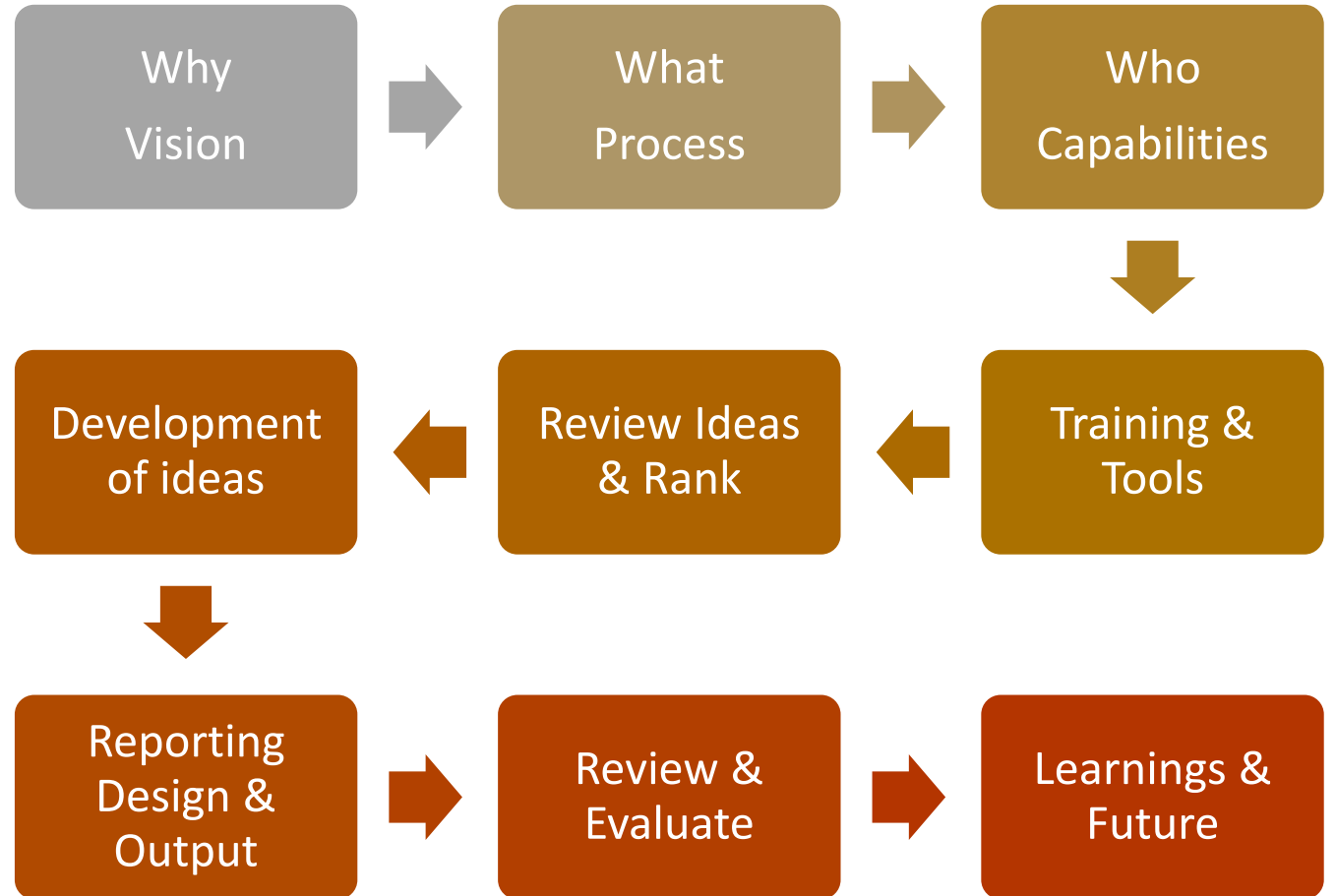


Strategic initiatives

Activities that, if designed and executed fast enough and well enough, will make your vision a reality

SOURCE ACCELERATE BY JOHN P. KOTTER

HBR.ORG



Approach

Corporate Growth Accelerator 2020+

1. Narrative for Why: look at Disruption, Opportunities for Sales and Operations?
2. Define the What – what is the process and gates – what each step involves?
3. Who – who needs to be involved and what is the commitment?
4. Training and Tools. Deployed with Gated process.
5. Mini teams and concepts for evaluation – best ones chosen for Trial.
6. Trial Offering Development – regular meetings, follow-ups between sessions & action items
7. Accountability – Coaching & Mentoring
8. Measurement, Reporting & Output
9. Leadership Review + Key Learnings – capture and review,
10. Implement and review together.

CONTEXT

(technology, industry
demographics, regulation, and so on)

COMPETITORS'
offerings

CUSTOMERS'
needs

**SWEET
SPOT**

COMPANY'S
capabilities

Leadership Coaching

Reaching for Potential

Adam is an engaging, trusted and accredited executive leadership coach, With a successful background as a leader & change catalyst.



Satisfaction
Guaranteed
adam
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Adam Callender

Facilitator | Coach | Mentor | Trainer



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