

growthdrivers

A STUDY BY BRAND LEARNING

BRAND LEARNING
Driving customer-centred growth

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The WHAT of growth is unchanged

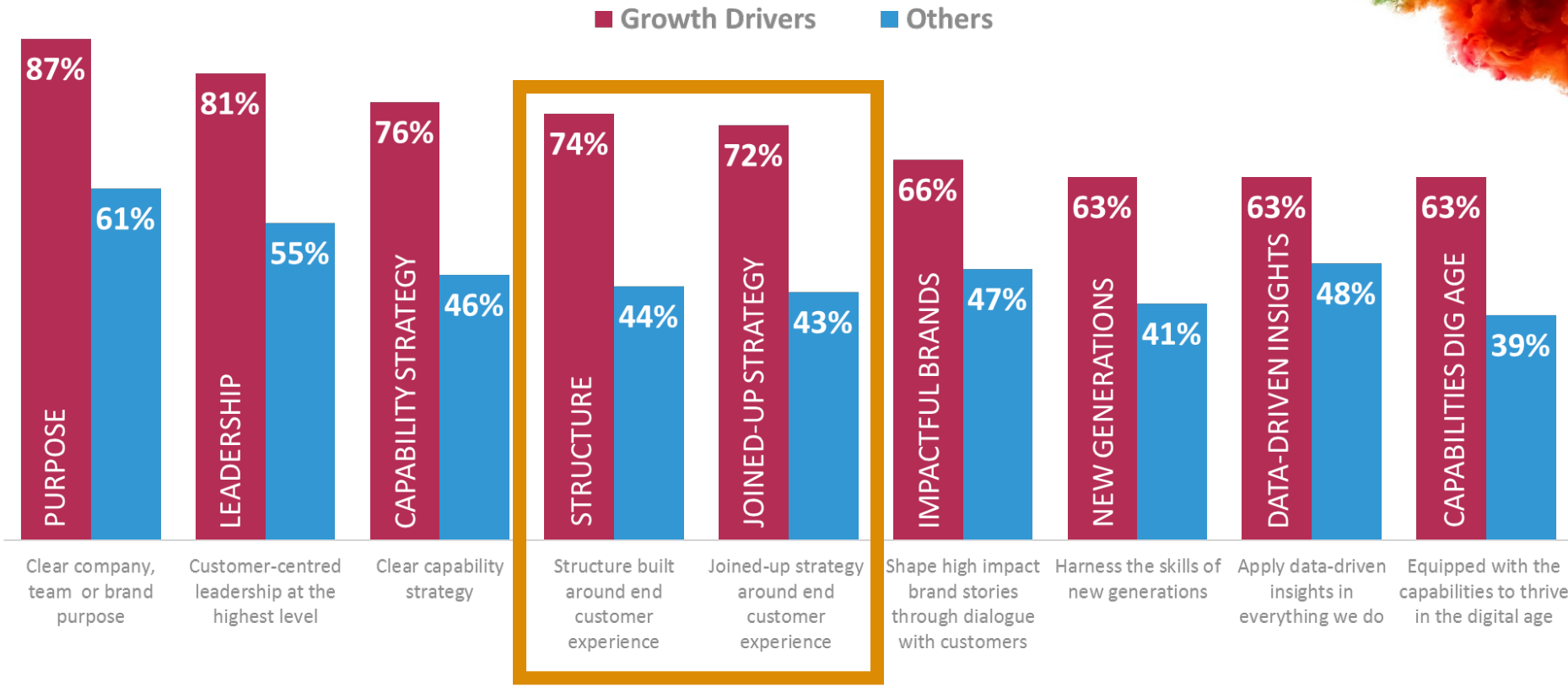
Growth strategy in a nutshell



* Which is most important for companies to grow (top 3). Quantitative survey 2015.

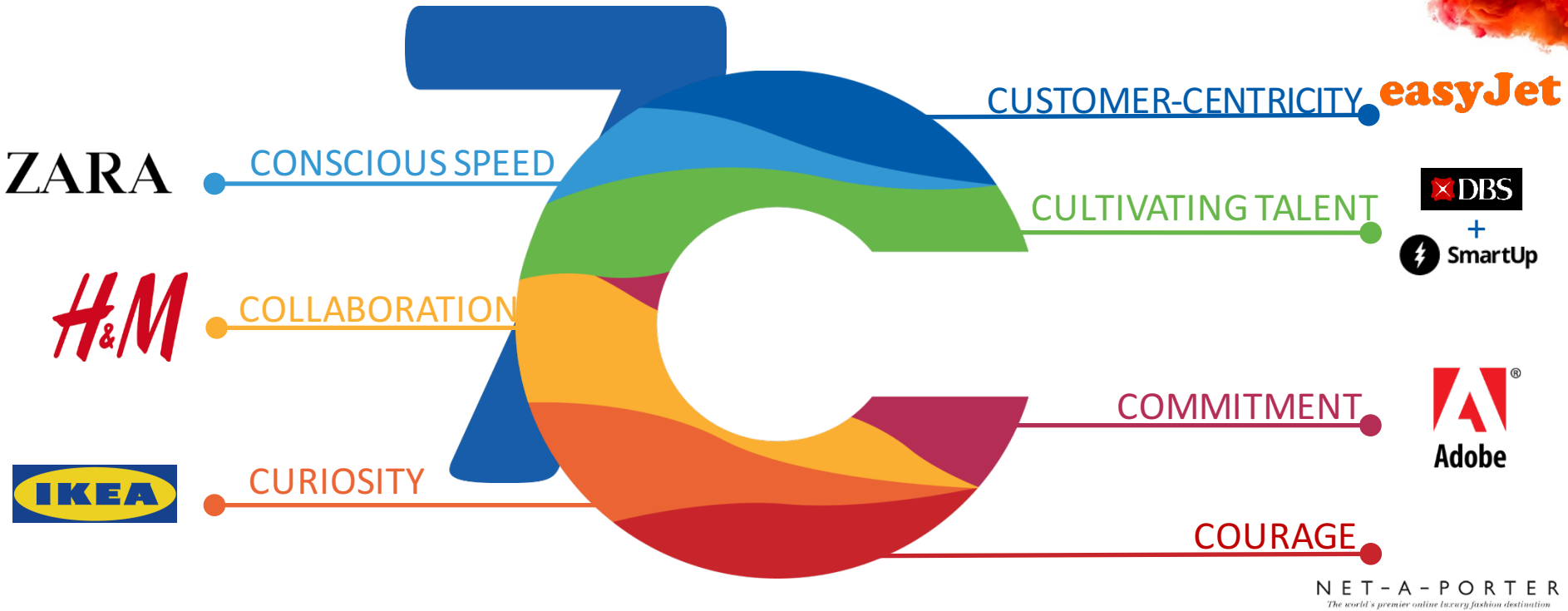
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Growth Drivers do the HOW differently

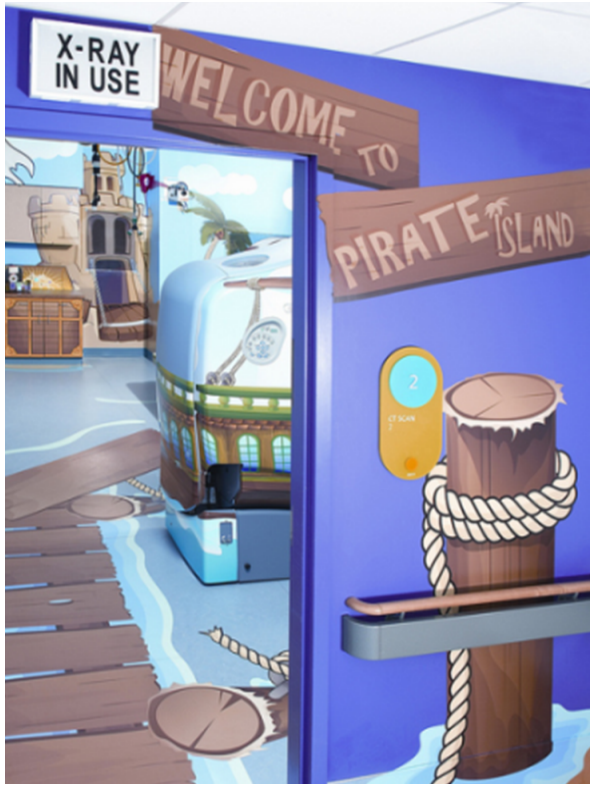


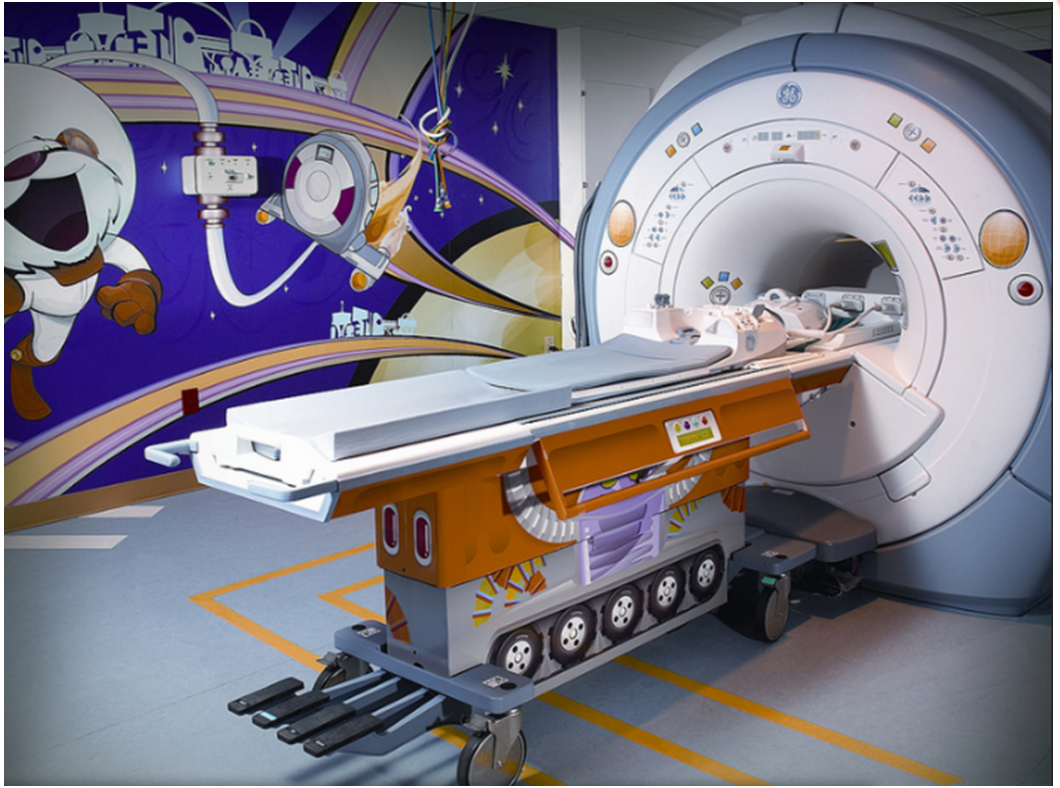
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The 7C hallmarks of Growth Drivers



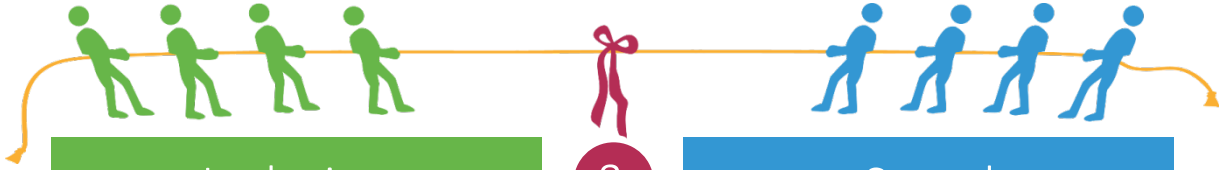
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Growth Drivers straddle tensions



Inclusion	&	Speed
Empowerment	&	Control
Data	&	Intuition
Core	&	New
Nimble	&	Scale
Short term	&	Long term

> *the difficult and…..*
> Nihal Kaviratne

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The growth code.

Constant tuning of capabilities to

1. Create a growth-ready organisation
2. Energised by involved employees
3. Fuelled by momentum-driving leadership



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The age of the questioning employee

What's the worst way you've been engaged in change?



"Autocratic hierarchical command without discussion"

"Told to **get on the bus or get under it**!"



"Spray and pray"

"Looooooooonnnnggg emails where I have **lost the will to live** after the first line."

"A 2hr presentation on the need for change and **then do nothing else**."



"Leaders talk a lot about the change but **behaving in direct conflict** with it."

"Missions laminated, not lived"

"Leaders who tell you to change and **then move on to the next change**"

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Create a growth-ready organisation

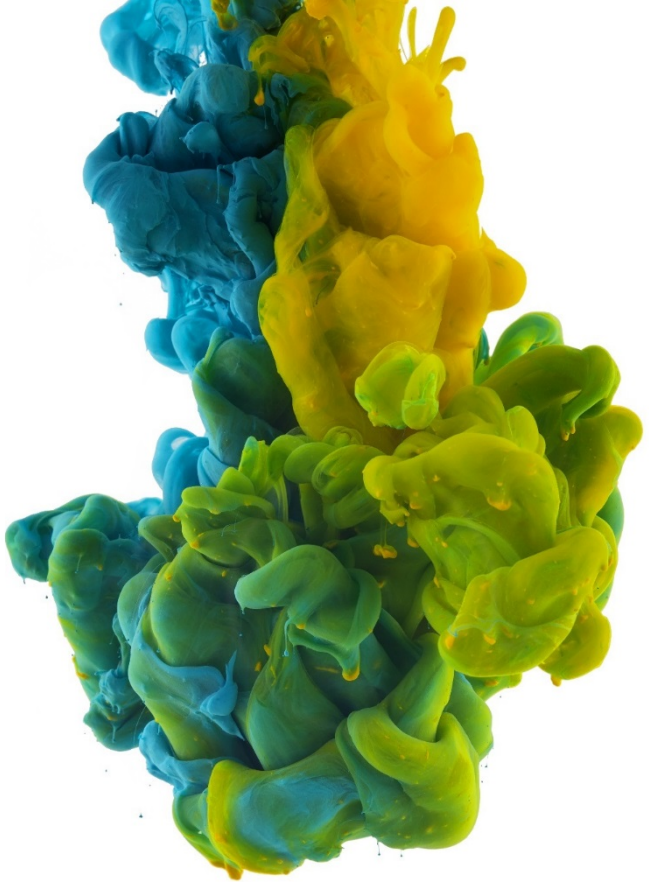
Incite amazing customer experience

Collaborate across teams to join-up

Have aligned purpose, focus, goals

Democratise information, data and learning

Speed review your key processes



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Energised by involved employees

Release the energy of the people around you

Involve them, don't engage them.

Empower

Foster ideas from all.

Celebrate your brand purpose through your EVP.



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Fuelled by momentum-driving leadership

Be a customer-centred leader

Rethink what you are leading for: not just yourself, not just your team, but for your customers too.

Be the beacon for customer-centricity.

Fuel your own energy. Muscle the first step.

Stay focused on change, don't move on too fast.



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Embracing mobile to drive growth







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Challenges and opportunities can come from anywhere.

Organisations need to be growth-ready.

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The growth code.

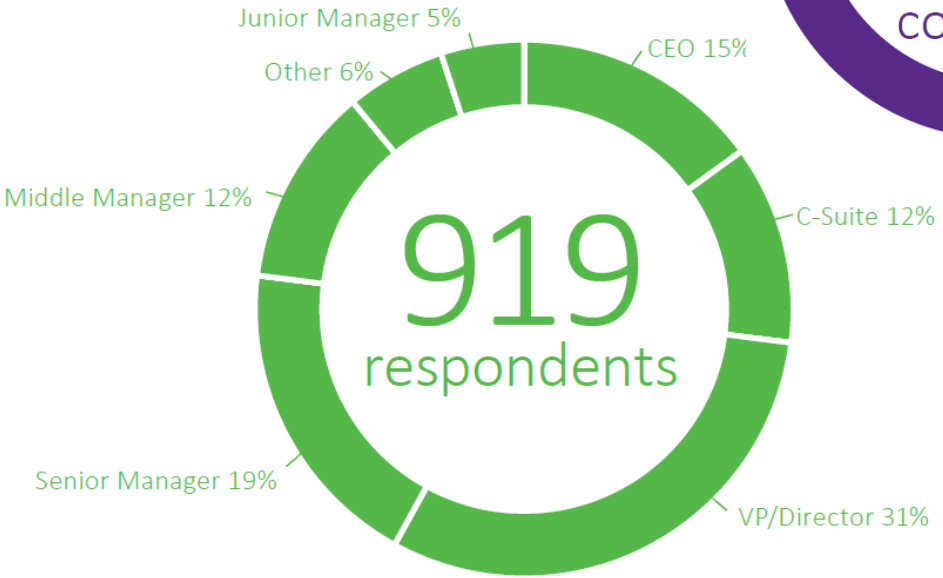
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