

Consultancy Growth Engine Framework™

WHAT CREATES DEMAND

Brand Strategy

Market Position & Differentiation

The firm is known for something specific in a defined market.

Thought Leadership & Content Distribution

Visible thinking that builds authority and credibility

Case Studies & Proof

Published results of outcomes and third person validation

REVENUE GENERATION

Lead Gen

Prospect awareness of the firm

Lead Nurture

Education & trust to readiness

Sales

Readiness to commitment

Delivery

First engagement

Retention

Extended engagement

Ascension

Engagement expansion

Delivery excellence creates Reputation Case Studies Referrals

WHAT MAKES IT WORK

Pipeline Metrics & Measurement

Can you see what is working?

Account Development

Is the growth of existing accounts planned, actioned and effective?

Commercial Capability

Can the team sell, manage accounts without the founder?

Leverage Model

Is the delivery model profitable? and scalable?

Talent & Capacity

Do you have the right people in the right seats?

Systems, Process & Quality Assurance