



Who is Responsible for Growth?

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Leaders. Leaders are responsible for growth. Leaders must take the initiative to encourage thinking, goals, plans, and actions that support revenue growth.

If leaders in an organization don't step up to the challenge and responsibility they jeopardize execution effectiveness and results. They compromise their ability to achieve and sustain growth.

Growth Not Happening? Look in the Mirror.

Growth is the responsibility of the leader. No one else. It can't be shrugged off or delegated to another. The role of the leader cannot be solely for stability, predictability, or policy conformity. Leaders need to wake up every day thinking about how to grow markets, products, customers, differentiation, organizations, and companies. If the leader isn't focused on growth, the rest of the organization will spend their time maintaining and protecting the status quo, not resolutely determining to contribute to personal, professional, and business growth.

Every leader must accept the responsibility for contributing to sales, market, product, or customer stagnation, endless bureaucratic obstacles, unnecessary reports, among other activities that have no value add. It happens everywhere. This presents leaders with a choice, though. Continue current course and speed or adopt a growth mindset and revitalize people and companies.

A growth culture is created by the leadership of an organization or company. It begins with a new idea or point of view and spreads across the organization as it is communicated and understood. From there people join the idea by determining how to align their actions, results, and measurements to the achievement of the idea or point of view.

What is your growth attitude? How about that of your senior leadership team? What about your employees? Are all of them passionate and focused for growth?

Adopting a Growth Mindset.

A growth mindset usually starts after the leadership of an organization breaks traditional, lockstep thinking that has driven strategy for years - strategy that most likely caused stagnation.

Leadership Series.

The Afterburner Group recognizes the need for quick, actionable information regarding leadership in marketing, sales, customers, and products. As such, we have put together a series of papers for use within your project, organization, or company.

Growth starts at the top. It starts with the leader.

The leader creates a culture focused on growth. Aligning everything against common goals and desired outcomes.

Leaders must decide to own and lead for growth in their organizations.



Who is Responsible for Growth? (con't)

Growth must become part of the leader's DNA, their mental architecture. Growth must be 'wired' into everything a leader does. Leaders must energize people, encouraging them to find and create new opportunity daily. Everywhere in an organization, the conversations, decisions, and actions must revolve around growth and new opportunity.

Practice is Over. Time to Get In the Game.

Most companies drift toward execution and sales stagnation. Focusing on growth will change all that. The level of interaction, creativity, sales activity, execution delivery, and overall business intensity will come up by a factor of ten from where you may be today. The leader will play a central role in making this important change. The stakes are high - the future of your product, organization, or company.

Look for commitment. Ignore the standard response, "We'll look into growth next quarter. We've got other priorities right now." At today's business speed, you may have a handful of new competitors by then, all working hard to put you out of business. Get past the endless meetings and discussions on growth - adopt a bias for action that focuses on making growth happen. Now.

Be Different. Think Growth.

Companies focused on growth are performance-based, have a strong sense of urgency, and are results oriented in nature. People and organizations are continually learning how and where to be successful. There is a natural curiosity about new markets, new need, new technology, new opportunity that capitalizes on core strengths and competencies. People and organizations talk to each other and willingly share ideas and best practices on how to achieve growth success - naturally. Growth companies know that the enemy is external to themselves, their organization, and company.

Growth companies speak different. They have a deeply passionate attitude about killing their competition and taking home the awards. Growth companies use words like fight, destroy, war, kill, capture when talking with their people. Those that aren't comfortable or committed to growth are moved, trained, or let go. It's an attitude backed by resolute action.

What Kind of Growth? Good or Bad?

Good growth is sustainable, incremental, and profitable. It is not the hurried, feverish flashes of activity that wipes out earnings or steals the future. Good growth more than pays for marketing and sales costs associated with gaining the incremental revenue. Good growth is about relationships.

Bad growth is short-lived, often as a result of price erosion or heavy discounting. This growth never 'owns' new sustainable marketshare or customers. Bad growth ignores relationship and is very costly to product, customers, and the company.



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So, What's Next?

To achieve sustainable, incremental growth the leader has to take action. Forget the blame game, get on with the strategy, tactics, and actions necessary to deliver growth.

The leader has to undertake the following, as a first step:

- Adopt an Attitude and Bias for Growth
- Commit to Learn About Growth and How to Achieve It
- Take Ownership for Growth in the Company
- Step Up and Drive a Growth Agenda in the Leadership of the Company
- Start Using Growth Oriented Words, Actions, and Expectations
- Evaluate Current Strategies in Light of Growth
- Establish Growth-oriented Strategies Across Organization or Company
- Align Resources Against Growth Goals
- Evaluate Resources and Their Contribution to Growth Goals
- Make Necessary Changes, Enhancements, and Investments
- Be Aggressive in Thought, Action, Marketing, and Sales
- Market for Thought, Market, and Customer Leadership
- Communicate, Communicate, Communicate
- Measure Results and Adapt to New Input/Need



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