



# DRIVING REVENUE GROWTH

How the Right Partnership Produces Results



800.254.5995 | [info@growthplay.com](mailto:info@growthplay.com) | [growthplay.com](http://growthplay.com)

The decision to take on any change initiative requires due diligence. As an organizational leader, you need to find the right piece of the puzzle to produce lasting results.

Creating true change within your organization takes more than a set of spreadsheets, a motivational speech, and a simple day of training. Quick solutions never bring long-term results. If you implement a hasty training session, you'll short-change yourself, your organization and, ultimately, struggle to achieve the long-term impact that true transformation can bring.

## LAY THE GROUNDWORK FOR SUCCESS

Use this guide to help determine the right path for your firm.

Inside you will learn:

- How to Get Started
- The Benefits of an Outside Perspective
- How to Pick a Trusted Partner



# DRIVING SUSTAINABLE REVENUE GROWTH AND INCREASING MARKET PROLIFERATION

Taking on an initiative that involves many players and stakeholders in your firm can be logistically overwhelming. Who needs to be involved? When can we line up schedules? What will we do to ensure success? How are we possibly going to get buy-in from people with historically competing interests?

We know that launching a growth initiative is not an easy task. There are often competing interests and perspectives on strategy, especially when you are defining target markets, developing recruiting initiatives, or building skills to help in business development. With a partner structure, there are many opinions that need to be considered.

Many of your colleagues will stop at the thought of trying to build agreement. They'll settle for everyone operating individually, without leveraging the power of the firm.

## **WHY?**

Because it's easier that way. Unfortunately, that means the problem is never fixed. Rather, it's simply avoided. As a result, the firm will continue to deal with increased client acquisition costs, loss of market share, and eroding revenue streams.

However, those leaders that take on the challenge will build momentum around change that has bottom-line impact. Disruption is hard in any organization, but without it, it's impossible to truly capitalize on potential.

Whether it's increasing revenue, decreasing client acquisition costs, or hiring and retaining top talent, you can start mapping your plan for success with some simple action items. First, define the outcomes you're looking for. Then, consider the kind of execution strategy you need to achieve those outcomes.

# DRIVING SUSTAINABLE REVENUE GROWTH AND INCREASING MARKET PROLIFERATION

## DETERMINE YOUR GOALS

Where do you want to see the most improvement? Here are some areas to consider:

- ✓ Better Profitability
- ✓ Client Retention and Growth
- ✓ Successful Lateral Integration
- ✓ Predictable Revenue
- ✓ Qualified Referrals

Start with your end-game in mind. To determine where you need to focus, work backwards from what's most important. Where's your greatest pain point as an organization? Pinpointing where your greatest challenges are, and how they impact the bottomline, is often the best place to gain internal buy-in for your initiative. At the same time, you could also determine where you think your greatest opportunity for success is. Where can you make the biggest impact? Sometimes going after the "quickwins" is a way to demonstrate the value of change.

## DETERMINE YOUR BANDWIDTH

Once you've decided on how aggressive your goals should be, take a look at your bandwidth. Do you have the staff available to execute a new initiative AND continue to manage your day-to-day activities and other strategic plans you're responsible for executing? If you don't, what areas will need the most support from possible outside resources?

## DETERMINE OPTIMUM ALIGNMENT

Alignment across an organization is key to the success of any true transformation program. The more people you involve from the start, the greater your chances of achieving the alignment that's necessary for true transformation.

- Who do you need to align behind your new initiative?
- What additional departments do you need to bring into your discussions?
- Who will champion your efforts internally?

# WHERE SHOULD YOU START?

Your top leaders are often the driving force when it comes to reinforcing any strategic initiative. For it to be successful, it has to be deemed a priority. Without leaders to champion your initiatives, other team members will have no incentive to execute, and your results will probably fall flat.

## COMMUNICATE THE PRIORITY

Communicate the priority by focusing on these two benchmarks:



### MAKE IT COMPELLING

Paint an impactful story that helps your team visualize the reasons for change. If your team members understand why certain activities or behavior changes are important, they're more likely to support your efforts. What's in it for them? Why is there value in them participating?



### BE A ROLE MODEL

Be a role model for the desired change and convince others to do the same. Mobilize influencers and initiative champions by giving them the tools and reinforcement they need to help drive change deep into the organization.

Firms have the greatest success at driving change when they are led by top-level leaders, who embrace and model success within their organizations. Effectively implementing transformation throughout your firm is more than just coaching and reinforcing.

Encourage and leverage internal stakeholders to take the necessary steps to lead efforts within their level of the organization. But remember, only executive leaders can give strategic reinforcement the appropriate weight it will need to drive bottom-line results.

# LEVERAGING OUTSIDE EXPERTISE

## OUTSIDE EXPERTS: WHAT'S THE BENEFIT?

It's sometimes hardest to see that which is right in front of you. It can also be difficult to garner internal support for an initiative without a third party perspective. Outside experts have the benefit of impartiality and can help to uncover problems without an agenda. This discovery can be a key component to building the alignment necessary to create solutions.

Outside experts have worked with some of the best and brightest firms in the world and have seen patterns of success. The right partner can help you determine the steps to take to drive the results you need to transform your organization. Remember, outside experts make their living from helping their clients succeed. Their business reputation depends on your success.

Consider these questions when you're looking for the right partner:

- How will this partner ensure continued success of its programs within your firm?
- How does this partner differentiate themselves from its competitors?
- What is the value this partner provides over other potential partners?
- Does this partner's past work demonstrate future success?
- What tangible evidence can this partner provide of its success?

## WHY GROWTHPLAY?



### CUSTOMIZED SOLUTIONS

Our customized solutions are built by you, for you. We help our clients participate in their own rescue by building on current best practices and targeting areas of needed improvement. Our clients take ownership during the development and the roll-out of their initiatives process, ensuring that their unique solutions are consumable and adaptable to targeted groups.



### PROOF OF RESULTS

Our success is driven by the results we've helped our clients achieve. Whether it's one individual signing one of the biggest clients in the firm's history or leveraging our tools to drive firm revenue growth, we have the proof of success needed to determine what will work in your organization.



### COMMITMENT TO CLIENT SUCCESS

Adoption is not an event that takes place after training. It is a mindset that influences the design, development, delivery, and reinforcement of any initiative. Reinforcement and measurement is built into our methodology. This ensures that our clients are not left with a one-time training but rather a comprehensive program that provides the tools necessary to enable success.