

### 4.3 Identifying the drivers of growth

<p>Description</p>	<p>This workshop builds on the vision and values workshop in 4.2. but moves it from the creation of the refreshed vision and value on how to convert this into objectives around a three - five year plan. It summarises and refreshes the newly developed Vision Statement and the associated core values. During the workshop, five key strategic objectives will be identified which should describe how the business vision would be realised. This will then be further supported by defining the key growth drivers and the sources for this growth. Critical success factors key to realising this growth will be defined as well as key actions to help achieve the goals. The workshop does not go into great detail but is proven to be successful in linking the vision and values created with a focused and practical long term strategy and plan.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> <li>▶ Management team</li> </ul>
<p>Contents</p>	<ol style="list-style-type: none"> <li>1 Introduction, training objectives and context</li> <li>2 Refresh the new vision and values</li> <li>3 Create the five key strategic business objectives</li> <li>4 Develop the five key growth drivers for the next three years</li> <li>5 Converting the growth drivers into top-line numbers for the next three years</li> <li>6 Source of growth - what are they (where will the growth come from?)</li> <li>7 Critical success factors - what are they and why are they so crucially important?</li> <li>8 Key next steps to get this snowball rolling</li> </ol>	<p>Language</p> <ul style="list-style-type: none"> <li>▶ English</li> <li>▶ Dutch</li> <li>▶ French</li> <li>▶ German</li> <li>▶ Local language where needed</li> </ul> <p>Duration</p> <ul style="list-style-type: none"> <li>▶ Core training – 4 x 0.5 days</li> <li>▶ Comeback Day – 2 x 0.5 day (6 and 12 months after workshops)</li> </ul>
<p>Learning objectives</p>	<p>The business can build on the refreshed vision anchor and the core values associated with the vision and use these to turn them into business objectives, strategies and a plan</p> <p>This workshop will help to refocus and ensure that agreement will be reached re what is in focus and out of focus in order to realise ambitious growth plans</p> <p>This workshop will focus on the key areas of growth and develop strategies around these</p> <p>This workshop – though not focused on the minute details – will offer a roadmap for an exciting future for the business</p>	<p>Participants (max)</p> <ul style="list-style-type: none"> <li>▶ </li> </ul>
<p>Refresher</p>	<p>To ensure that the skills learned become part of the Business DNA we organise 2 comeback half days which will take place circa six and twelve months after the core training. During these half days, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> <li>▶ Training 3 days POA</li> <li>▶ Development time: tbc</li> </ul>