

5 Steps to Develop a Growth Strategy

Follow each step



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**Set Clear
Goals**



**Analyze
Initial
Situation**



**Research
Market and
Industry
Trends**



**Determine
Your
Growth
Strategy**



**Implement
and Adapt**

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Key Questions to ask yourself



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Set Clear Goals

What specific growth goals do we want to achieve in the next 1-3 years?

How will achieving these goals help us fulfill our vision and mission?



Analyze Initial Situation

What are our current strengths, weaknesses, opportunities and threats?

How satisfied are our current customers? What insights can we gain from them?



Research Market and Industry Trends

What emerging consumer needs, technologies, and competitors should we be aware of?

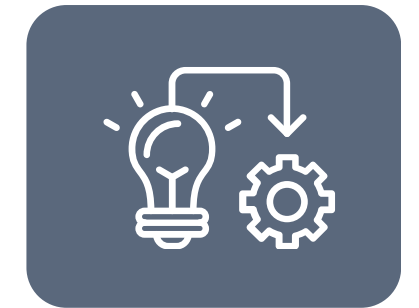
How are customer preferences and behaviors changing in our industry?



Determine Your Growth Strategy

Should we focus on existing markets or expand into new ones?

Is organic growth or mergers and acquisitions the best path forward?



Implement and Adapt

Do we have the right people, resources and capabilities to execute our growth strategy?

How will we track progress and adjust our plans as needed?

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Workshop Template



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DATE AND TIME June 1, 2024, 10:00 AM

ATTENDEES Alice, Wyatt, Frank, Trish, and Ben



Collaborative meetings are the best!
Click "Share," add your teammates, and start interacting.

Set Clear Goals

- Write here



Analyze Initial Situation

- Write here



Research Market and Industry Trends

- Write here



Determine Your Growth Strategy

- Write here



Implement and Adapt

- Write here

