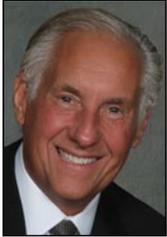


Focusing on Profitable Growth Opportunities How Your Business Can Thrive

by **Dr. Mark L. Frigo**, Director of the Center for Strategy, Execution and Valuation at DePaul University



This is a must for all business owners, operators and entrepreneurs. The following excerpt will give you insight on the value of the learning you will gain to help your business THRIVE.

Achieving profitable growth is the number one challenge of most businesses today. Change in the following factors drives the need to reinvent your business strategy: Technology, Customers and Customer Needs, Non-Traditional Competitors, Regulator and Political, Environmental and Social and Cultural. What business strategies will help you manage the threats and opportunities in today's dynamic and uncertain environment?

Fact: Business as usual is risky!

Focusing your business strategy on the right growth opportunities can increase the value of your company.



Think about two levels of business:

LEVEL 1: Managing the Present Level	LEVEL 2: Co-Creating the Future
1. Focus on Current Customers and Performance Benchmarks	1. Focus on Future Customers and Future Customer Needs
2. Internally Focused	2. Externally Focused
3. Focus on Delivering Offerings	3. Focus on Innovating Offerings
4. Limited Stakeholder (Customers, Employees, Suppliers) Engagement	4. Active Engagement of Stakeholders (Customers, Employees, Suppliers) to Co-Create Mutual Value
5. Reactive to Forces of Change (Regulatory, Technology, Customers, Competitors)	5. Proactive to Forces of Change; Proactively Creating and Leveraging Unique Capabilities

Developing Growth Strategies for Your Business

Return Driven Strategy is a framework used by entrepreneurs and business leaders throughout the world to make the connection between business strategies and plans and the value of the company. Successful entrepreneurs have used the framework to identify and prioritize growth opportunities for their businesses.

Here are some of the takeaways from Return Driven Strategy:

- Focusing on changing unmet customer needs and emerging customers
- Targeting the right customer groups, groups of customers with increasing needs you can fulfill with your unique capabilities
- Continuously innovate (change) your offerings to better fulfill targeted customer needs
- Actively “branding” your offerings by making the connection in the mind of your customers between your offering and their needs
- Using the right incentives and performance measures to drive the business toward greater value of the company

Here is what an entrepreneur who has used the framework to develop growth strategies has said about the framework.

“Return Driven Strategy helped us to create a REAL Strategic Plan and gave us the tools to examine every facet of our business. The result: sales: UP; profits: UP; and we are a better company in just about every area of our business. I just can’t say enough about the positive effect RDS has had with us. It’s provided everyone with an understandable framework to comprehend our business.” Terry Groff, President of Reading Bakery Systems

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Dr. Mark L. Frigo is Director of the Center for Strategy, Execution and Valuation at DePaul University in Chicago, author of the book DRIVEN, and advisor to CEOs for Inc 500 and Fortune 500 companies. Dr. Frigo will be a featured speaker at the NAMA OneShow Wednesday, April 27 from 12:30 – 2:00 pm.