

Put a Stop to Wishful Thinking So Your Plans Produce Results!



How Growth Planning Works

Growth Planning joins our consultants with the the corporate, business unit and product group teams responsible for developing and delivering plans in your organization to:

- Assess and improve planning processes and tools currently in place.
- Validate revenue, profit and spending assumptions.
- Bring in market data that provides fresh perspective and insight.
- Challenge conventional wisdom regarding go-to-market approaches, organizational structure and spending levels.
- Stimulate, propose and help implement alternatives, when appropriate.

We serve as an impartial third-party advisor, facilitator and foil – with the sole aim of optimizing not just how you plan and what those plans are based on, but the results those plans will achieve.

Few would argue that plans rarely produce the results they promise. That's true of annual operating plans as well as three-to-five-year strategic plans.

Why? Mainly because far too much wishful thinking is involved. Executives overestimate their ability to succeed. They think they have more runway than they do. They base too many assumptions on intuition, not fact.

Growth Planning from Market Strategy Group solves these problems. Our team provides the seasoned analysis, advice and execution support required to create and implement plans that actually lead to results.

The Outcomes

Growth Planning ensures that both your annual and long-term plans reflect:

- Real market insight – How big the market really is, how fast the market is really growing, where the best opportunities and adjacencies really lie.
- Real internal capability – What your organization can really deliver with respect to revenue, profit and spending (opex and capex) targets.
- “Stretch” goals that can really be met using initiative that align market and organizational realities.

One client CEO has called the resulting plans “the best I’ve seen from executives and middle management” in enabling double-digit operating profit growth.

The Next Step

Growth Planning is right for any organization seeking to invigorate its annual or long-term planning with fresh insights and approaches to achieve real results.

Learn how Growth Planning from Market Strategy Group can turn your wish for effective planning into reality. Contact Joel Krauss, CEO, at 312-925-5871 or Joel.Krauss@mkt-strat.com.



*We help clients set plans,
drive results and pinpoint performance gaps.*