

# Growth Support Consulting

## Drive Innovation with Market Powered Growth (MPG)

Today it seems the only sustainable competitive advantage is for you to know your customers better than your competition. Successful organizations have a plan and structure in place to identify and analyze customer pain points to help systematically develop unique, innovative solutions that deliver quantifiable value.

### WE ALL KNOW CUSTOMERS ARE EVERYTHING

Understanding shifting customer perceptions and unmet needs is the foundation of successful innovation. But that understanding must be complemented with a clearly defined process to efficiently turn the data into actionable information that will drive new business value. Market Powered Growth is a proven way to drive and sustain customer focused innovation.

An innovation strategy must be purposeful and planned. Organizations can drive customer focused innovation by creating an environment in which it can flourish. Most important are visible commitment, clear expectations and a well understood process.

### THE MARKET POWERED GROWTH (MPG) PROCESS

**Align:** Organizational alignment on quantifiable and aspirational goals and guardrails as well as voice of business are established.

**Discover:** Through structured VOC, capture key insights, analyze feedback in real-time, and deliver clear and actionable insight to the right stakeholders.

**Pilot:** Based on VOC regarding pain points and potential solution offerings, prepare a set of minimal viable offerings which can test the market value of new solutions.

**Scale:** With the tangible sales and adoption rate data provided by the pilot offerings, targeted investment into the most valuable offerings enables scaling of the results to meet the defined goals in a risk reduced manner.

"Group Atlantic's guiding principle is to provide our customers exceptional quality and lasting value on every engagement."

**J. Scott Stribny**  
President & Founder

- Engage & deliver on specific growth program goals.
- Minimize risk & maximize success with 4-stage, 8-step process.
- Establish organizational process as a sustainable practice.



### Stage 1- Align

- Identify quantifiable & aspirational goals
- Identify stakeholders & team members
- Identify target business & segments
- Build customer journey map
- Segregate customer target segments
- Develop VOC objectives
- Identify targeted VOC & methods
- Plan & schedule VOC with discussion guide



### Stage 2- Discover

- Execute planned VOC
- Prioritize list of quantified benefits
- Update BMC & value proposition
- Develop solution concepts
- Map competitive landscape
- Develop preliminary strategy
- Document intellectual property
- Test new solution value proposition
- Schedule pilot & scale plans
- Prepare financial statement



### Stage 3- Pilot

- Build minimal viable offering (MVO)
- Develop target customer list
- Prepare Go To Market & Delivery
- Develop tracking
- Pitch MVO
- Track Progress
- Revise value proposition
- Update strategy



### Stage 4- Scale

- Analyze & Report Pilot results
- Develop traction model conclusions
- Evaluate & revise Go To Market
- Develop scale plans
- Execute investment plan
- Establish measures
- Execute feedback plan
- Periodically tweak strategy

