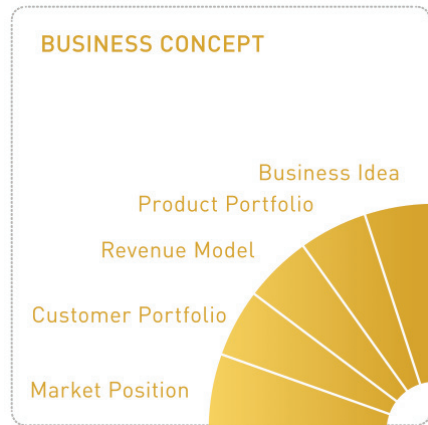


Get a 360° Perspective and do First Things First

The GrowthWheel is a checklist for which key decisions to make



Attractive Business Concept
Meeting or creating demand

Getting the right **business idea** and designing the right **product portfolio**. Selling it to the right **customer segments** using the right **revenue model** and doing so while maintaining a strong **market position**.



Lasting Customer Relations
Finding and keeping clients

Networking to get the right introductions. Choosing the right way to do **marketing** and organizing an effective **sales process**. Getting in the media and on the customer's agenda by handling **communication and PR**. Living the values that shape the **branding** of the products and company.



Strong Organization
Building teams and partnerships

Finding the right **ownership and board**, recruiting and developing the right **employees**. Outsourcing tasks through **partnerships** with suppliers and contractors and mapping core **business processes**. Having the **legal** framework in place for working together.



Profitable operations
Being productive. Making money

Making sure the right **financial** practices are in place and ensuring that there is enough **funding** for profitable investments to be made. Setting up the right **production and delivery** system to secure profitability, **IT systems** to make operations profitable, and **facilities** that make the operations effective.