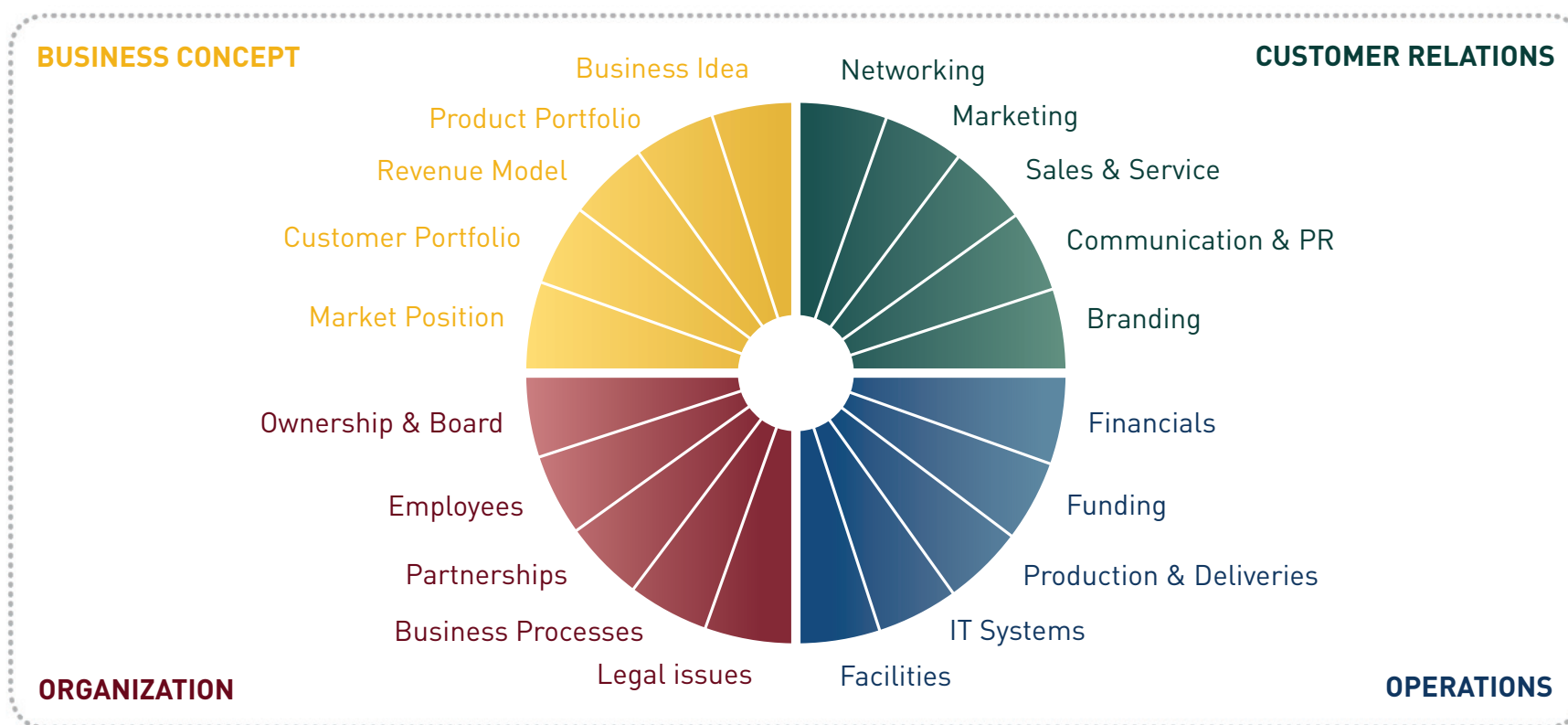




## GrowthWheel

A 360° perspective to find the right focus on the business



## About this Framework

The Framework “GrowthWheel” gives a 360° perspective on the business. The GrowthWheel is a checklist of the 20 areas that a business can choose to focus on to create growth.

When a business is not growing the way it could, the reason is that more work is needed in one or several of the 20 Focus Areas. Decisions have not yet been made, and actions have not yet been taken.

A key point of this Framework is that rather than trying to work on all 20 Focus Areas at once –or planning everything to the last detail– you should find the most important areas to focus on first.

GrowthWheel helps you decide where to put your efforts in the coming weeks or months to drive the business forward. You can select the Focus Areas where you see the biggest opportunities at this moment, the areas in which you think you need to make progress right now, or the Focus Areas where the company needs skills of some kind to be able to move forward.

## Topics for Discussion

- Where should you put your efforts in the coming weeks or months to drive the business forward?
- Are there areas that have been neglected until now?
- Are there areas that need work before other areas can be developed?

## Decisions for the Agenda

### 1. Current Focus Areas

Decision on which 1-4 Focus Areas to work on first.

### 2. Ambitions

Decision on which individual and team ambitions you should have within the key Focus Areas.

### 3. Key Actions

Decision on what actions you should take right now to move forward in the selected Focus Areas.

## Related Articles

- “Goodbye, Business Plan!”