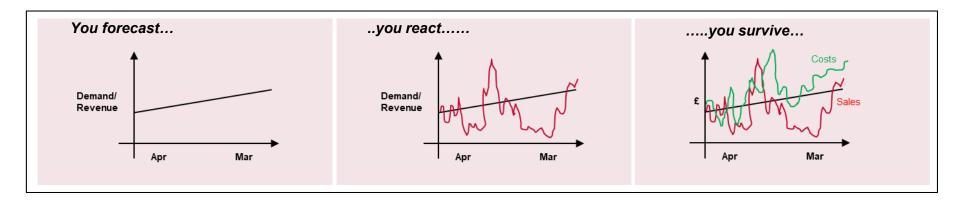


GrowthCurveOverview

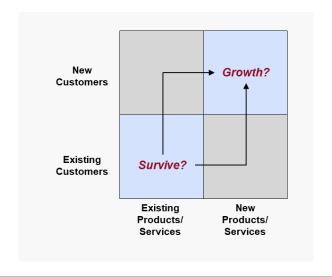
David J. Harding
Professor of Management Practice

Duality Management





How do you grow in this 'chaos'?



You need a strategy



Where are we today?



Where do we need to be tomorrow?

Which journey?



Welcome to your GrowthCurve University of Bedfordshire Year X? Year 1 Year 2 Year 3 **SMART Objectives Brand Relevance** · Supplier Analysis? **Resulting in Planned Sales Upturn** Marketing Strategy? **Brand** Competitor Analysis? Management Getting/ Keeping Market Trend Analysis? Relaunch/ Maintain Customer Region? Brand? **Prepare Capacity** Attention Customer Profiles? Customer Surveys? **Doing more with less** How to deliver to forecast? Who does What? When? Who should do What? When? · How to agree/ monitor Your role in leading this change? 'Capacity'? · How to develop a Sales Plan? · How to embed Schedules? Revenue Planning? · How to design and Financial[®] plan change? · What are Forecasting/ our costs? **Business Planning** · What do we need · Who skills do we Getting resources in to change? have? What do place at the right time · What are our we need? Processes? · Where do we Who needs to do add value? what..tomorrow.? **Operational** Who's doing Where is what today ..? **Agility** the waste? Saying 'YES' more © The Harding Method

often

University of Bedfordshire Business School: David J. Harding

It doesn't just have to be a job

People & Change

What to expect on the day



- Short focused sessions mixing 'taught' element
 - Tools and Techniques
 - Group discussions and exercises
- 'Homework'
 - Time to experiment with new tools back at base

We look forward to seeing you soon!