

UNLOCK YOUR ORGANIZATION'S FULL POTENTIAL AT THE  
INTERSECTION OF STRATEGY, CULTURE & PEOPLE

## STAGES OF GROWTH™

*Do you know how growth will impact your company?*



Many organizations invest in growth yet fail to realize success and at times experience setbacks due to the unintended consequences of their approach to growth.

**If you experience any of the below issues, your business growth may be at risk!:**

- Poor strategic process, execution, and accountability
- Lack of alignment on your goals amongst team members or business units
- Team(s) are not clear on direction – connecting the who, what, why and when
- Lack of employee skillsets required for organizational success

**Vantage® offers a solution that helps your organization grow with intention.** As a company grows, the complexity increases and it increases for only one reason: People! We offer the only model of company growth that can get to the root cause of the obstacles you encounter. Considering the challenges of growing a company, business leaders don't need theories or concepts about how to run a business. What they need is the unvarnished truth, specific methods and solutions that deliver results. Our solution zeros in on identifying your past, current and future stage of growth and how to adjust to the challenges of each stage. We work to identify hidden influences that are hindering or advancing your company's performance. Additionally, we help you understand what unique leadership competencies are required for each stage of growth and how leadership style impacts a leader's ability to connect to their employees. The outcome? A language of growth that engages your teams to tackle growth issues, identify critical growth transition zones and prepare for each one.

*"One of the biggest issues I struggle with as the CEO of a growing company is the unknown and having to make timely decisions with only 80% of the data available. The Stages of Growth program has helped my leadership team move from 'wondering' what to do next to 'taking action' through a detailed initiative plan built with confidence and organizational buy-in. That's a huge advantage to any organization."*

—Jeff Debus, CEO, Beckwood Press

## We help organizations bring strategy to life by looking deep at your employees' understanding of your business

Successful organizations bring their strategies to life by simultaneously driving both people and process change. Unique to our program is our laser-like focus on the 7 Stages of Growth that companies move through. What works for your business when you have 20 employees is far different than what will work when you are staring at 300+ employees. What's equally critical to a company's success is leadership's attitude toward growth.

## Our planning model creates your roadmap for navigating the various stages of enterprise growth.

- Predict what you will face as you grow
- Leaders can adapt to the needs of the company as it moves through the stages of growth
- Calibrate the impact you, as a leader, have on your company's performance
- Manage and advance the forces driving your company's profitability
- Understand and respond to the hidden agents influencing your team and organization.

Themes	1 Start-Up	2 Ramp-Up	3 Delegation	4 Professional	5 Integration	6 Strategic	7 Visionary
Total Number of Staff	1-10	11-19	20-34	35-57	58-95	96-160	161-500
Number of Managers	0	1	3-5	6-10	11-16	17-26	27-45
Number of Executives	1	1	1	2-3	4-5	6-8	9-15
Builder - Protector Ratio	4:1	3:1	1:1	3:2	2:1	3:1	2:1
Three Gates of Focus <small>1st priority</small>	Profit People Process	Profit Process People	People Profit Process	Process Profit People	Profit People Process	People Profit Process	People Process Profit
CEO Modality	Dominant	Dominant	Facilitative	Facilitative	Facilitative	Dominant	Dominant
Manager Modality	Supportive	Supportive	Supportive	Dominant	Dominant	Supportive	Facilitative
Staff Modality	Facilitative	Facilitative	Dominant	Supportive	Supportive	Facilitative	Supportive
Three Faces of a Leader Blend							
Visionary	40%	40%	10%	10%	30%	45%	75%
Manager	10%	20%	60%	70%	60%	50%	20%
Specialist	50%	40%	30%	20%	10%	5%	5%
Five Primary Challenges of the Company	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
	Cash Flow	Hiring Quality	Staff Buy-In	Weak Project Management	Expand Sales	Staff Buy-In	Products not Differentiated
	4	7	10	11	27	10	26
	Destabilized by Chaos	Expand Sales	Leadership/Staff Communication Gap	Difficulty Diagnosing Problems	Difficulty Anticipating Problems	Staff Satisfaction/Profit relationship not seen	Inadequate Profits
	17	27	12	23	22	19	1
	Slow Product Development & getting to market	Cash Flow	Weak Business/Profit Design	Employee Turnover	Cost of Lost Expertise	New Staff Orientation	Slow Product Development & getting to market
	24	4	2	6	16	13	24
Screenshot	Limited Capital to Grow	Leadership/Staff Communication Gap	Unclear Core Values	Systems Development	Weak Business/Profit Design	Weak Business/Profit Design	Weak Business/Profit Design
	5	12	15	25	2	2	2
	Expand Sales	Limited Capital to Grow	Culture Resistant to Change	Organization Uninformed of Growth Plans	Staff Training	Hiring Quality	Marketplace Changes too Quick
	27	5	20	18	14	7	21

## Vantage will facilitate a process that helps your organization understand its Stage of Growth and what is coming next.

We help you gain clarity on where your company is today and why it may be experiencing specific growth issues. With this information, we help align your management team, empowering them to identify and address issues faster. Our Stages of Growth X-Ray® assessment provides a comprehensive look at where the company has come from and examine its current status in the critical areas. Then, we look ahead at the challenges to growth and what obstacles you may need to remove. At the end of the process, we help you create a language of growth that will resonate with every single person in the company and unlock your growth potential.

Contact The Vantage Group today for additional information on how our Centered approach to Succession Planning can benefit your organization.



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