

GETTING TO THE NEXT LEVEL: THE GROWTH CATEGORY SPECTRUM

(From How to Grow When Markets Don't, Adrian Slywotzky and Richard Wise)

GROWTH CATEGORY	GROWTH ALTERNATIVE	INSIGHTS
TRADITIONAL	<ul style="list-style-type: none"> • International • Acquisition • Price • Cost Cutting 	
ENHANCED PRODUCT POSITION	<ul style="list-style-type: none"> • New Products • Extensions • Differentiation 	
TRANSITIONAL	<ul style="list-style-type: none"> • Resegmentation] • Replicate best customer • Value-based pricing • Strategic customer program • Product offers into system offers 	
NEW GROWTH	<ul style="list-style-type: none"> • Product / Service Integration • Bundled solutions • Value-added outsourcing • Downstream offers 	
INFORMATION BASED	<ul style="list-style-type: none"> • Integrated information offering • Performance guarantees • Selling knowledge • Externalizing IT investments 	