

# **The Blueprint Growth and 7 Essentials Scorecard**

## **Essential #1: Create and Sustain a Breakthrough Value Proposition – What does it take to create "way better" value"?**

Our high-order benefit is to increase the probability of success for your company to achieve exponential growth. We have developed the 7 Essentials Scorecard along with a breakthrough line of one day workshops that will efficiently enable management teams to turn the Blueprint insights into actions by utilizing a structured workshop approach to developing a business growth strategy and roadmap. Over 500 companies have applied the 7 Essentials Scorecard and countless 7 Essentials Workshops have been conducted.

In addition, we are executing breakthrough research on the drivers of shareholder value for exponential growth companies. We can uniquely articulate the business growth initiatives and actions required to maximize shareholder value.

## **Essential #2: Exploit a High Growth Market Segment – Does your market have the potential to create a new billion dollar company?**

We definitely have found an exponential growth market! Besides applying this work to thousands of growth companies in North America, the book has just been released across Asia. Why Asia? Asia is now the number one continent for new billion-dollar companies! Yes, there is a Blueprint to a Billion - Global. New research is being initiated on the Blueprint to a Billion – Global to respond to the demand for the global growth insights.

## **Essential #3: Marquee Customers Shape the Revenue Powerhouse – Are your best customers the source of exponential revenue growth and is your sales force extraordinary?**

The list is long for our Marquee Customers. I promise you that if you read the book, you will buy a box to give to your management team and board! Please feel free to view the many testimonials throughout the website. Could we do more – absolutely. We are now on to securing Marquee Customers from around the world...but we are quickly filling this opportunity gap!

## **Essential #4: Leverage Big Brother Alliances for Breaking into New Markets – Are you leveraging alliances with Big Companies to accelerate growth?**

Lloyd Adams, VP Mid-Markets, has been our initial and still largest Big Brother Alliance Partner. Following in the footsteps of SAP is IBM, Tatum, and the Association of Corporate Growth. 800CEOREAD.com has been a great partner for distribution of the book. Standard & Poor's is our alliance partner for financial data and research.

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**Essential #5: Become the Masters of Exponential Returns –Is your company cash-flow positive and achieving high return on investment?**

We are not only cash flow positive but are reinvesting over 20%+ of revenues into research and development.

**Essential #6: The Management Team: Inside-Outside Leadership – Does your management team make the most of inside-outside leadership skills?**

David tends to switch roles at this point. He is inside and outside some days. As the company grows, David will move more to a full time outside role. Various team members and partners complement our team.

**Essential #7: The Board: Comprised of Essentials Experts – Is your board balanced with CEOs who have led billion dollar companies along with customers and alliance partners to guide your company to a billion and beyond?**