

7 Essentials Workshop

developing your
company's roadmap
to achieve
exponential growth





Blueprint Growth Institute

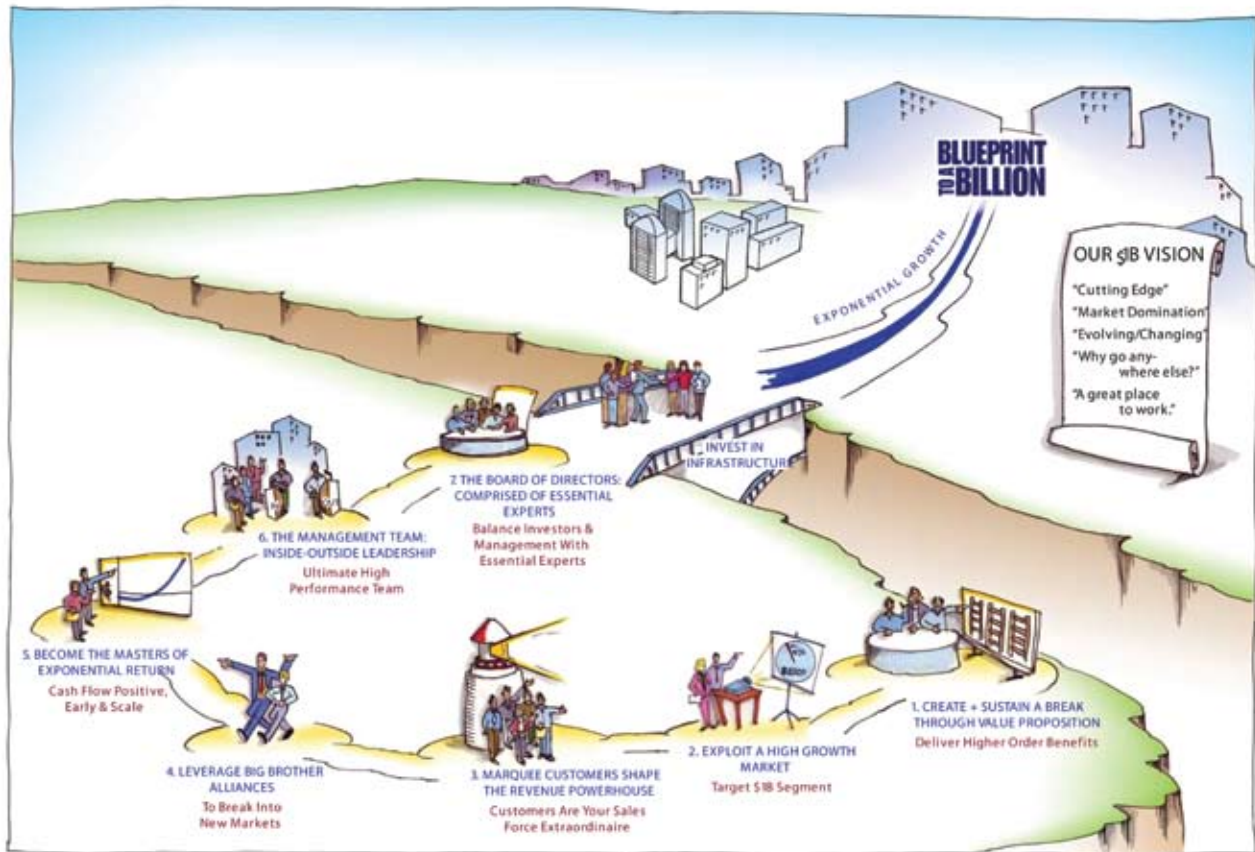
David G. Thomson is a leading author and business advisor. Thomson's (John Wiley & Sons Publishing) *Blueprint to a Billion®: 7 Essentials to Achieve Exponential Growth* provides the first quantitative identification of the success patterns common across a distinctive group of "Blueprint Companies." SoundView Book Summaries designated *Blueprint to a Billion* one of the top 30 business books for 2006, and Investors Business Daily named Thomson the new Management Guru to achieve Leadership and Success.

Thomson has a passion for business-building and leadership. As a former executive who built billion dollar businesses and an Associate Principal at McKinsey & Company. He and his team from the Blueprint Growth Institute are dedicated to turning research insights from America's highest growth companies into actions that create new billion dollar businesses.

Visit www.blueprinttoabillion.com or contact David Thomson at david@blueprinttoabillion.com and 408-593-5759.

The 7 Essentials Workshop

developing your essentials roadmap to achieve exponential growth



The 7 Essentials identify the management practices necessary for companies to achieve exponential growth

Microsoft, Google, eBay, Staples, Genentech, and Starbucks are just a few examples of exceptional growth companies that have transformed billion dollar ideas into billion dollar businesses.

Why are they so exceptional? After three years of in-depth research on America's highest-growth companies, I found something quite surprising. While almost all companies aspire to become exceptional growth companies, few achieve the compounding or exponential revenue growth required to become billion dollar companies. Despite the best of intentions, of America's 7,500 companies that went

public since 1980, only 5% have achieved \$1B in revenue! I call these exceptional growth companies Blueprint Companies. They account for over half of U.S. employment and two thirds of the market value created by all IPO companies! They are the heart of America's business innovation and growth. These are the types of companies you want to create, work for, and invest in.

Exponential growth is the only growth pattern that enables small companies or business units of large corporations to become an exceptional growth company: to achieve a billion in revenue and beyond.

My goal is to help your company enter and accomplish this unique growth journey. Whatever the size of your company, growing successfully to the next level is the first step to becoming an exceptional growth company. This workshop will help your company or business unit not only grow to the next level but achieve exponential growth.

There are 7 management practices common to all Blueprint Companies, independent of industry. These 7 Essentials are the “Blueprint” that management teams utilize to achieve exponential growth. In fact, over 90% of Blueprint Companies utilized 5 or more of the 7 Essentials. Employing these essentials will unlock your company’s exponential growth potential. Think of these essentials as the “7 Habits of exceptional growth companies.”

This one-day workshop is designed to help your company or business unit benchmark how it is currently performing against each of the 7 Essentials — and to create a practical plan to close this gap. The main end-product of the workshop will be an actionable road-map to turn your company’s under performance into excellent performance for each of the Essentials. This customized 7 Essentials Roadmap will become your plan to turn these insights into the actions required to achieve exponential growth!

How do we do it? First we identify your company’s compounding revenue growth path, both historical and planned, which can then be benchmarked against the growth trajectories Blueprint Companies followed. Is your company on the 4-, 6- or 12 year trajectory from \$50M to a billion in revenue? Independent of industry, all Blueprint Companies followed one of these three revenue trajectories.

We can project what your revenue projections need to be in order to achieve a billion within a specific timeframe. Second, we leverage the 7 Essentials Scorecard- a 360 feedback tool that measures your teams perspective of how they are executing against these 7 management practices. This tool is on-line, confidential and easy to use. Finally, we problem solve for the actions and create a roadmap that will close your revenue and performance gap to achieve “Blueprint” performance.

Is This Workshop For You?

The 7 Essentials Workshop is for standalone public or private companies or business units that want to achieve exponential revenue growth with returns. This one-day workshop is both pragmatic and aspirational, with lots of problem solving and discussion. It typically starts at 8:30 and ends at 4 pm each day. If the workshop is focused on one company, it is important that the entire management team participate. If the workshop is for a small group of 5 or so companies, then typically the CEO and COO/CFO or President of each of these divisions should participate.

Turning Insights into Actions Utilizing the 7 Essentials

The success pattern of Blueprint Companies is embodied in the 7 Essentials. This workshop will help your company apply the 7 Essentials to better your business organization or team in order to create exponential growth. The 7 Essentials are:

Essential #1: Create and Sustain a Break-through Value Proposition – What does it take to create “way better” value”?

Essential #2: Exploit a High Growth Market Segment – Does your market have the potential to create a new billion dollar company? Does your company rank #1 or #2 for revenue growth in your industry?

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

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

Essential #5: Become the Masters of Exponential Returns – Is your team ranked #1 or #2 for returns in your industry? Is your company cash-flow positive and achieving high return on investment?

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

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

Underlying these 7 Essentials, Blueprint Companies Invest in Infrastructure to enable consistent exponential growth. (You can think of this as the 8th Essential.) What systems, processes, and infrastructure are critical to achieve continued exponential growth; what optimum forms do they take? How do you properly invest, plan, and execute to enable systems and processes achieve consistent compounding growth?



Workshop Preparation

To prepare for the workshop, clients will work with David Thomson on two assignments. First, we will benchmark your historical and planned revenue growth against the 3 revenue trajectories of Blueprint Companies (4-, 6-, or 12 years). Second, each member of the management team will take 20 minutes to complete the confidential 7 Essentials Scorecard. Your company's or business unit's current performance on each Essential will be scored in one of three colors: **Red** for a score of 1-2 or underperforming; **Yellow** for a score of 3 or average; and **Green** for a score of 4 or 5 or highly performing. Results of this preparation will enrich the day's experience and be a platform for creating your 7 Essentials Roadmap to achieve exponential growth.

Objectives and End-Products

The workshop will achieve 3 objectives:

1. Create a multi-year exponential growth trajectory for the management team to follow, based on the company's or business unit's current trajectory as contrasted with the revenue trajectories of America's highest growth companies. Agreeing on an achievable long-term trajectory results in the team's discussing the most critical action required today, next month, next year, and future years to achieve long-term exponential growth.
2. Create a common understanding of the 7 Essentials leading to a discussion of the management team's 7 Essentials Score-card results. The goal of this discussion will be to develop team consensus on the opportunity gap

between your business' performance today and what the best exponential growth companies have achieved.

3. **Develop a 7 Essentials Roadmap** that closes your growth gap – i.e., that will turn sub-performing or “red” Essentials into highly performing or “green” Essentials. The team will leave with a PERT chart of key initiatives aligned to each Essential and will understand how they link in order to have a multiplying, leveraging effect.

THE DAYS AGENDA DEVELOPING YOUR CUSTOM ROADMAP TO ACHIEVE EXPONENTIAL GROWTH

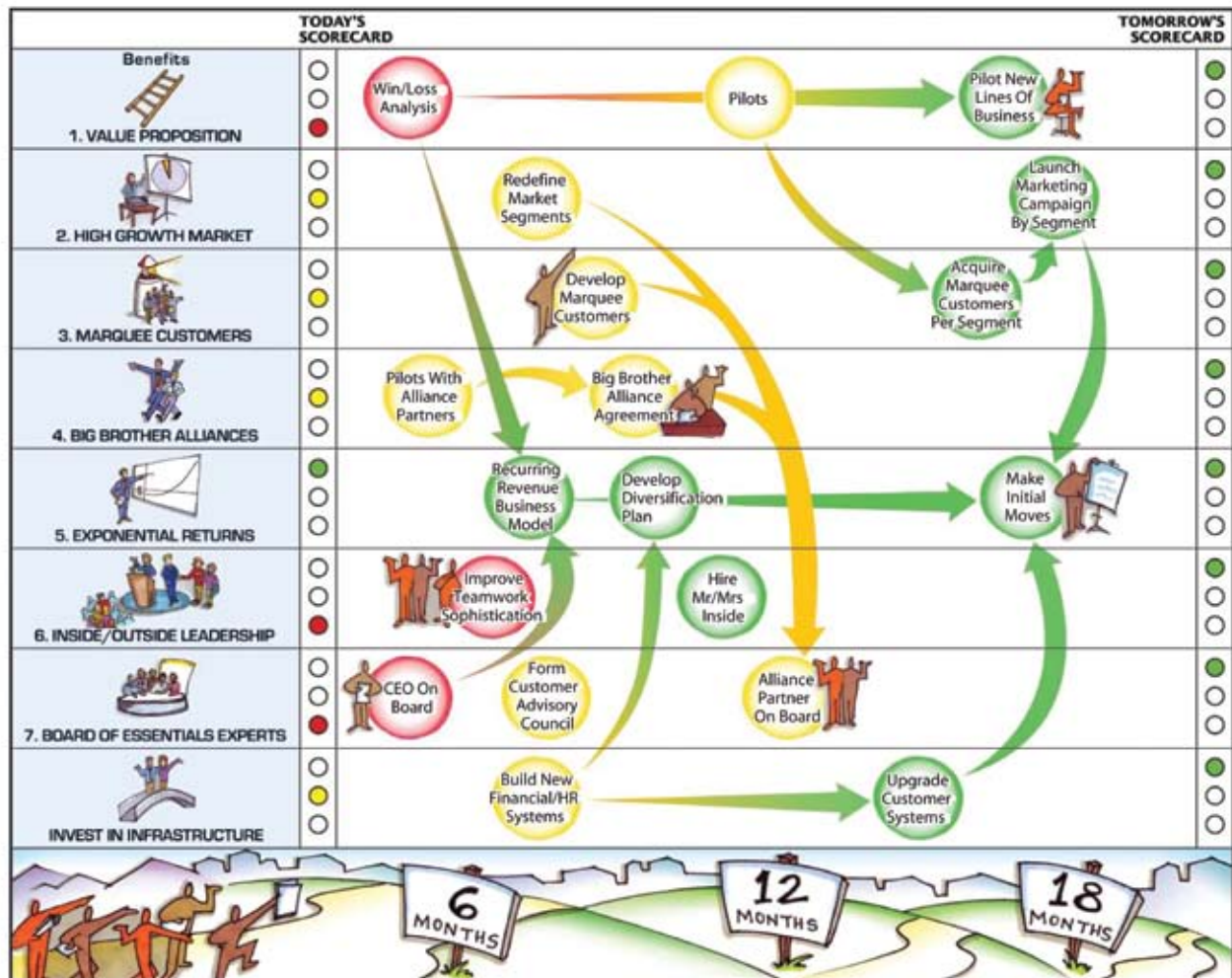
Part 1: Our Situation & Opportunity Gap

- Our exponential growth trajectory
 - The 7 Essentials
- Our 7 Essentials Scorecard

Part 2: From Insights to Actions


- Redefining Possibilities
- Developing our 7 Essentials Roadmap
 - Our Plan for Action

7 ESSENTIALS ROADMAP



Your roadmap turning insights into your action plan to achieve exponential growth

Teams will gain an understanding of the success pattern to achieving exponential growth along with a renewed focus on being the very best they can be. As one client shared, “The roll-up-the-sleeves structure of this workshop — along with Thomson’s knowledge about exponential growth and his appreciation for the doability of it — has set the standard by which we will try to jumpstart our growth trajectory. This is a great way to think about things differently, starting now.”



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