

Chapter 1 : Profitable Growth Is Everyone's Business: 10 Tools You Can Use Monday Morning by Ram Ch

About Profitable Growth Is Everyone's Business. The coauthor of the international bestseller Execution has created the how-to guide for solving today's toughest business challenge: creating profitable growth that is organic, differentiated, and sustainable.

As a company, the goal is to continuously increase the scale and reach of the customer base and market. The mission of the business is to add value to as many customers as possible. For the freelancer or employee, it is absolutely necessary to improve efficiency and effectiveness as a worker, and to increase the profitability of the company. What Is Your Focus? As a freelancer on goLance , employee, or worker, your primary focus should be the advancement of the company. A company has hired you for the completion of a project or for a long-term need. View your company through the eyes of the CEO. How can a company achieve its goals, if the freelancers or employees are not focused on advancing the company? It is detrimental to work with anyone that has a negative impact. Focus on growing the company from your position. Your role within a company extends beyond your job description and assigned duties. If you only perform the minimum work required, then you are not an effective freelancer or employee. Becoming effective in your role is based upon not only your performance, but how your performance impacts the company directly. Does your work directly add value to customers? Are you trying to find ways outside of work to expand the customer base? If leaving your current position is in your plans, you need to continue to be as professional as possible, continue to develop yourself, and exit your current position with integrity. How Efficient Are You? Efficiency in your job does not pertain to only the given duties and assignments, but also includes the desire to seek improvement, build business relations, and to use excellent time management skills. Asking for clarification on an assignment or a project only builds your reputation as an efficient worker. Submitting work at the deadline is normal. Exceeding the expectations by submitting early is efficient. The performance of your duties can be rated by your skills and how fast you perform them. Taking an "easy day" will not benefit you nor the company. Speed is relative to how fast you can perform your job, without sacrificing quality. Your ideas and input are greatly valued. Refraining from suggestions or comments will hurt the company. You need to think as a team member, and not as an individual. There is a butterfly effect to everything that you do in life. How do you introduce yourself? How do you inform people about your job? Are you enthusiastic about your work? These three questions may not seem to have bearing on the profitability of the company, but they do. It only takes one uninspired moment for you to introduce yourself as working for that company before other people catch on to the negative feelings you have. Negativity spreads like a virus that becomes difficult to stop. As an employee, you need to be consistently motivated, and enthusiastic about the work that you perform. Motivation resides inside yourself, and is something that needs to be addressed continually. If your position does not motivate you to do greater things in life, what changes need to be made? You need to be driven to succeed with the help of your company. If not, then you need to find what it is that motivates you. Communication is your responsibility. If you are unhappy or displeased, you need to communicate with other workers in order to resolve matters. Your work is very important to the company, and the quality needs to be superb. If there are any issues outside of your work life that is hindering your ability to work, you need to address them. It is OK to reach out to a fellow employee, freelancer, team member, or even your boss. Everyone wants a smooth-running operation. We are all human, and we all have problems and issues. Reaching out to your fellow workers is a part of business culture and will build camaraderie. Dedication is paramount to not only your success, but for that of the company as well. You may need to sacrifice from time to time, but these sacrifices will be returned in dividends. If you are continually dedicated to the company, then the company will reward you. Do You Want to Survive or Thrive? Your employability is not permanent no matter what your position is. In order to continuously work for the same company, you need to be able to provide value for the services that you are offering. Your value is essential to your very survival. Surviving in your job is only the bare minimum, and provides no comfort, security, nor guarantees. The more you contribute to the profitable growth of your company, the more you will thrive! Your success depends on the

success of the company and vice versa. Without your job, you cannot succeed. Without workers, the company cannot succeed. It is a mutually beneficial relationship that continuously adds value. Moving Forward The first place to increase profitable growth is in the mirror. Everyone involved with a company needs to view themselves and consider what areas need to be changed. Profitable growth is impossible without improvement, it is a key ingredient to success. If you need guidance, you should seek the counsel of a manager, boss, or experienced co-worker. If you understand the company in its entirety, you can contribute more to its growth.

Chapter 2 : Jack Covert Selects - Profitable Growth in Everyone's Business

Profitable Growth Is Everyone's Business Profitable growth is what propels a company forward to greater achievement. As a company, the goal is to continuously increase the scale and reach of the customer base and market.

Instapaper x by Ram Charan. Reprinted with permission from publisher. Managers need to provide them with both information and tools, starting with making revenue growth an inherent part of daily conversations, meetings, and presentations. Just as everyone participates in cost reduction, so must everyone be engaged in the growth agenda of the business. Every contact of every employee with a customer is an opportunity for revenue growth: The people answering the phones in the call center can provide valuable information on unmet customer needs. The appliance repair person can discover patterns and timing of demand for replacement of appliances. Salespeople can extract market intelligence and ensure that it is communicated to the product development, operations, and service departments. Logistics people, through on-time deliveries, can help stores avoid stock-outs, thus enhancing customer satisfaction, an important foundation of future revenue growth. The fruits of these efforts for revenue growth energize people and enhance their self-confidence. Growth taps into all their latent energy to generate ideas that can carry the organization to higher levels of growth. Every employee at every level can be doing something for a customer. Hit many singles and doubles, not just home runs. Singles and doubles, however, can happen every day of the year. They result from a determined, day-in and day-out improvement in the activities and social processes of a company; they form the drivers of profitable revenue growth. Over the last ten years, Dell has continuously improved the totality of its supply chain so that its inventory turns over one hundred times a year, or once less than every four days. The result is higher revenue growth and what has become a lethal competitive weapon against all PC manufacturers. In addition, this supply chain enables Dell to accelerate revenue growth by entering into new market opportunities like printers, servers, and storage. Seek good growth and avoid bad growth. A framework for distinguishing good from bad growth is a crucial element in generating revenue growth. Good growth not only increases revenues but improves profits, is sustainable over time, and does not use unacceptable levels of capital. It is also primarily organic internally generated and based on differentiated products and services that fill new or unmet needs, creating value for customers. The ability to generate internal growth separates leaders who build their businesses on a solid foundation of long-term profitable growth from those who, through acquisitions and financial engineering, increase revenues like crazy but who create that growth on shaky footings that ultimately crumble. Many acquisitions provide a one-shot improvement, as duplicative costs are removed from the combined companies. But few, if any, demonstrate any significant improvement in the rate of growth of revenues. Dispel the myths that inhibit both people and organizations from growing. Turn the idea of productivity on its head by increasing revenue productivity. It shows how to invest your current level of resources in a way that leads to increased sales by analyzing everything a business does, from the seemingly mundane to the vitally important. Develop and implement a growth budget. All companies have a budget. It is, however, astonishing how little detail about revenue and sources of revenue growth you can find there. Almost all of the lines in the budget are cost-related. Few, if any, identify resources explicitly earmarked for growth. The growth budget provides a foundation that will allow a company to increase revenues instead of just talking about it. It includes all critical actions over the short, medium, and long terms that require resources to achieve revenue growth goals. And there is follow-through that includes rewards for success and penalties for poor performance. Beef up upstream marketing. One of the key missing links for generating revenue growth at most companies is upstream marketing. What most people visualize as marketing involves advertising, promotion, brand-building, and communicating with customers through public relations, trade shows, and in store displays. Upstream marketing, on the other hand, takes place at a much earlier stage by developing a clear market segmentation map and then identifying and precisely defining which customer segments to focus on. It analyzes how the end-user uses the product or service and what competitive advantage will be required to win the customer and at what price points. Cross-selling can be a significant source of revenue growth, but most companies

approach it from exactly the wrong perspective. Successful cross-selling starts by selecting a segment of customers and then working backward to define precisely the mix of products and services they need and creatively shaping a value proposition unique to them. Effective cross-selling ensures the proposition is presented to the right decision makers in the language of the customer and spells out the financial, physical, and post-purchase benefits of the offering. Create a social engine to accelerate revenue growth. Every organization is a social system, the center of which is a way of thinking and acting that sets both day-to-day actions and the long-term agenda. When an organization has an explicit growth agenda understood by everyone, growth becomes a central focus – a social engine – during formal meetings as well as informal discussions. The social engine is then fueled by growth ideas as one growth initiative builds on another. The social engine and its associated tools provide the mechanism for making revenue growth a reality by developing a laser-sharp focus, aligning individual silo priorities and making the right tradeoffs. Operationalize innovation by converting ideas into revenue growth. Innovation is not the private property of lone geniuses working apart from the mainstream of the business. In any company of reasonable size, innovation is a social process that requires collaboration and communication for idea generation, selecting those ideas for revenue growth that are to be funded, and shaping those ideas into product prototypes and launching them into the marketplace. The tools that have been outlined are the foundation of your program for future revenue growth. But remember what we said earlier Revenue growth and productivity improvement are not conflicting goals. To keep the revenue growth engine running, you must have a disciplined day-in and day-out program of cost productivity improvement. Not only is it imperative for competitive advantage, it provides the findings for future growth. Ram Charan is the coauthor of *Execution: The Discipline of Getting Things Done*, the international bestseller that has changed the way managers run their companies. He is a highly sought-after advisor to CEOs and senior executives in companies ranging from start-ups to the Fortune Charan earned his doctorate at Harvard Business School and has been on the faculty of that school as well as the Kellogg School of Management at Northwestern University.

Chapter 3 : Profitable Growth Is Everyones Business - A Book Summary - Book-Reviews

Overall, Profitable Growth is Everyone's Business is a very good book with some useful new ideas mixed with some older but still useful ideas all presented in a clear and compelling way. Read more Helpful.

Nowadays, companies have realized that the best way to earn profit is only through growth - profitable growth. In this book, author Ram Charan provides 10 tools anyone can use to hurdle obstacles and achieve profitable growth. Hit many singles and doubles, not just home runs. Seek good growth and avoid bad growth. Dispel the myths that inhibit both people and organizations from growing. Turn the idea of productivity on its head by increasing revenue productivity. Develop and implement a growth budget. Beef up upstream marketing. Create a social engine to accelerate revenue growth. Operationalize innovation by converting ideas into revenue growth. One of the most critical points discussed is the need for re-orientation of thinking. Most businessmen and executives think about growth as "home-runs" and more often than not disregard the "singles and doubles". Instead of aiming for that one grand home run, aim for singles and doubles. This is a surer and more consistent path. Of course, it is important to note that while aiming for singles and doubles, one should not exclude home runs. These singles and doubles come from an in-depth analysis of ALL the fundamentals of a business. Another factor to be considered is the difference between good growth and bad growth. Managers should dispel the myth that growth in whatever form is a victory. Although growth both good and bad builds revenue, only good growth increases not only revenues but also improves profits and is sustainable over time. Bad growth, on the other hand, lowers shareholder value. Unwise mergers and acquisitions are examples of bad growth. Here are some questions that can help you diagnose whether or not you are part of a growth business: What percentage of time and emotional energy does the management team routinely devote to revenue growth? Are there just exhortations and talk about growth or is there actually follow through? Do managers talk about growth only in terms of home runs? Do they understand the importance of singles and doubles for long-term, sustained organic growth? Do they do more than listen and probe for information and then try to "connect the dots"? Does the management team come into contact with the final user of your product? Are people in the business clear about what the specific future sources of revenue growth will be? Do they know who is accountable? If the answer is one or another you need to start doing both. Do people in leadership positions have the skill, orientation, and determination to grow revenues? Does the company practice revenue productivity? Does it think through whether there are ways to more effectively use current resources to generate higher revenues? How well does your sales force extract intelligence from customers and other players in the marketplace? How well is this information communicated and acted on by other parts of your organization, such as product development? How good are the upstream marketing skills- that is, the ability to segment markets and identify consumer attributes- in your business?

Chapter 4 : 10 Tools of Profitable Revenue Growth

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Chapter 5 : Profitable Growth is Everyone's Business (Audiobook) by Ram Charan | calendrierdelascience

Profitable Growth Is Everyone's Business - Page 1 MAIN IDEA While breakthrough technologies and new business models get all the good press, many times the combined effect of a number of.

Chapter 6 : Profitable Growth Is Everyone's Business - Ram Charan

The coauthor of the international bestseller Execution has created the how-to guide for solving today's toughest business challenge: creating profitable growth that is organic, differentiated, and sustainable. For many, growth is about

"home runs"â€”the big bold idea, the next new thing, the.

Chapter 7 : Profitable Growth Is Everyone's Business by Ram Charan | calendrierdelascience.com

A noted business consultant introduces his nine-step program for creating profitable, sustainable, internally generated growth in a business, in a handbook with useful tools, anecdotes, and real-life business stories.

Chapter 8 : Profitable Growth Is Everyone's Business: 10 Tools You â€™ | Ampower

Just as everyone participates in cost reduction, so must everyone be engaged in the growth agenda of the business. Every contact of each employee with a customer is an opportunity for revenue growth. That includes everyone from the people working in a company's call center to the CEO.

Chapter 9 : Profitable Growth Is Everyone's Business

The Challenge of Profitable Revenue Growth GROWTH IS the elusive goal at the top of everyone's calendrierdelascience.com are three reasons why it's proving difficult to calendrierdelascience.com, the balance has gone too far in the direction of cost-cutting at the expense of revenue growth.