

GMS 201 – Implementing the Fundamentals

Growth Management System (GMS)

Services	Deliverables
<ul style="list-style-type: none">GMS 201 – Implementing the Fundamentals	<ul style="list-style-type: none">2-3 days; Strategy and team-building event for 5-20 participants

GMS 201 – Implementing the Fundamentals

The GMS 201 workshop is typically a 16 to 24 hour (2-3 day) event that leverages healthy growth activities utilizing “Best Practices” to identify, vet and implement growth opportunities. This event leverages the principles of the Growth Management System on YOUR business resulting in team supported and applicable growth opportunities that lead to new revenue streams. Upon completion of this workshop, participants will be in agreement of what opportunities should be addressed first as well as have an action plan for implementation.

“Infusing “best practices” into YOUR program is the only way that works”



Typical events begin with Business Strategy followed by the identification of growth ideas. After ideas are identified, they are vetted to better understand and discover which ideas are worthy of development based on customer demand and company’s Return-on-Development. The event closes with a detailed week-by-week action plan to maintain momentum ensuring a systematic approach to the development and implementation of revenue producing ideas.

Benefits

Upon completion of GMS 201, participants will:

- Understand and be in agreement of a unified Business Strategy;
- Understand and have demonstrated the 5 stages of Growth as it relates to THEIR business;
 - Ideation;
 - Definition;
 - Discovery;
 - Development; and
 - Delivery.
- Take several ideas that are pertinent to their business through the initial steps of Definition and in the early stages of Discovery;
- Understand how a GMS approach can help their company improve areas of growth activities including:
 - Reducing non-value added growth activities;
 - Proper identification and vetting of opportunities based upon data;
 - Implementing Voice of The Customer in all processes;
 - Advantages of building a team philosophy/culture;
 - Leverage PDCA (Plan, Do, Check and Act) cycles of learning for efficient growth; and
 - Decipher and identify the differences between obstacles and speedbumps.

“AKA was very valuable in showing our team ways we can improve our outputs and grow our businesses in a methodical and deliberate manner”.

*Craig Garland, Vice President
Cumberland Mine Service Inc.*

The company will provide the classroom and refreshments for participants and the AKA trainer.

