

Pathways to Growth™

Presented by:

Eric W. Wiedenmann



September 8, 2009

Pathways to Growth™

A decision making tool for your business that is:

- Practical
- Repeatable
- Cost effective
- Proven

Pathways to Growth™

When is it used?

- When you are considering multiple options to grow your business or other critical business decisions.
- When a wrong decision could cripple or ruin your business.
- When you need to be right.

Pathways to Growth™ Process

- Gather/summarize all the major options you have for growing your business.
- Research the major pro's and con's for each option.
- Assign number weights to each option.
- Calculate the total value for each option.

Pathways to Growth™

Other Decision Making Tools

- Address “knock out” factors
- Ben Franklin approach
- Intuition / “gut feel” / judgment

Pathways to Growth™ Scorecard Example

(1 = Poor, 10 = Excellent – Top Score = 70)

	Pathways to Growth That Are Being Considered	<u>Estimated Market Size</u>	<u>Future Growth Potential</u>	<u>Difficulties in Entering</u>	<u>Competitive response</u>	<u>Alignment with core competencies</u>	<u>Cost to Implement</u>	<u>Sustainability</u>	Total Points
		A	B	C	D	F	G	H	
1	Introduce a new product	6	7	8	5	9	5	5	45
2	Enter a new U.S. market	5	6	7	4	8	5	6	41
3	Open a plant in Mexico	5	6	2	3	4	5	2	27
4	Acquire Company A	2	4	4	5	5	4	2	26
5	Acquire Company B	2	1	3	2	4	2	3	17

Discussion

Case studies from the group

- What strategic decisions do you face where you have multiple options and need to weigh them against each other?