



GROWTH & STRATEGY INSIGHTS

GET TO KNOW YOUR COMPETITIVE EDGE?

This guide includes:

- Growth Readiness Scorecard
- Growth Principles Evaluation
- 7 Key Elements of Platform Businesses
- Top 5 Industries Facing Disruption Now

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ARE YOU READY TO
TAKE THE FIRST STEP
TOWARD HYPERGROWTH?
LET'S DIVE IN!

SCORECARD

GROWTH READINESS

Assess your score out of 5, where 5 is the highest and 1 is the lowest. Giving each statement a score of “3” is off limits. No fence sitting!

External

- 1. I have a solid understanding of our market position compared to our competitors.
- 2. I have expert knowledge of the market forces that I cannot control and how they impact our business.
- 3. I believe our organization is ready and equipped to evolve with a solid understanding of what moves we should make.
- 4. I can clearly articulate our 2 whys (why of purpose and why of movement).

Internal

- 1. Our culture demonstrates strong operational integrity where people and purpose are tightly aligned.
- 2. Even in the face of intense market forces, our culture will thrive.
- 3. As a leadership team, we are intentional about rejecting conformity and fostering creativity.
- 4. I believe our talent can see and articulate a clearly defined path for professional growth within our company.

Competitive Edge: Will the Power Within

- 1. As I reflect on how I spend my time, it is evident that I am not just performing my tasks but pouring my heart and soul into this business.
- 2. When my team or company fails, I recognize that mistakes are a part of innovation. I typically react with grace and support.
- 3. I am driven by a powerful will to succeed, and I demonstrate this will every day.
- 4. I am taking time to nurture my own needs as a leader and human being every day.

Calculate your total score:

Growth Readiness Ratings

Compare your total score here to see how your organization ranks.

| | | |
|-------|------|---|
| 60-49 | ★★★★ | Optimal Health: Great time to explore growth and expansion opportunities. |
| 48-25 | ★★★ | Mild Imbalance: Early intervention or adjustments can often restore optimal health. |
| 24-13 | ★★ | Severe Degradation: Professional assessment or intervention might be required. |
| 12-01 | ★ | Critical Failure: Immediate action should be taken. |

For help understanding the scorecard outcomes and next steps, contact April@AprilHansenSpeaks.com

4 TRANSFORMATIONAL INSIGHTS

– WHAT WILL CONTINUE TO DRIVE MARKET DISRUPTION?

1

THE UPCOMING PHASE OF DIGITAL EVOLUTION

- Cloud-based supercomputing capabilities.
- Seamless serverless solutions and no-code application platforms.
- Cutting-edge advancements in manufacturing, agricultural machinery, and industrial automation.

EMPOWERING THE MODERN CONSUMER

- With 6.92 billion phones globally, 85.88% of the population is connected.
- The percentage rises even further when combining smartphones, smartwatches, and other wearables.
- Today's phones boast processing power millions of times greater than the computers that guided Apollo 11.

2

ARTIFICIAL INTELLIGENCE & DATA GROWTH*

- By 2025, data volumes are projected to reach 175 zetabytes.
- Globally, no programming team has crafted algorithms effective enough to harness such vast amounts of data.
- As data grows exponentially, will our understanding and control diminish in the same proportion?

3

** Bernard Marr, "How Much Data Is There In the World"*

DEREGULATION IN THE DIGITAL ERA

- Deregulation seeks to enhance consumer empowerment, fostering choice and curbing monopolistic tendencies.
- This shift paves the way for diverse digital offerings, from services and platforms to varied pricing structures.
- Armed with digital tools, consumers can effortlessly evaluate choices and make well-informed decisions.

4

** Bernard Marr, "How Much Data Is There In the World"*

TOP 5
INDUSTRIES
IN DISRUPTION

Healthcare

Financial Advisory

Agriculture

Education / E-Learning

Managed Services

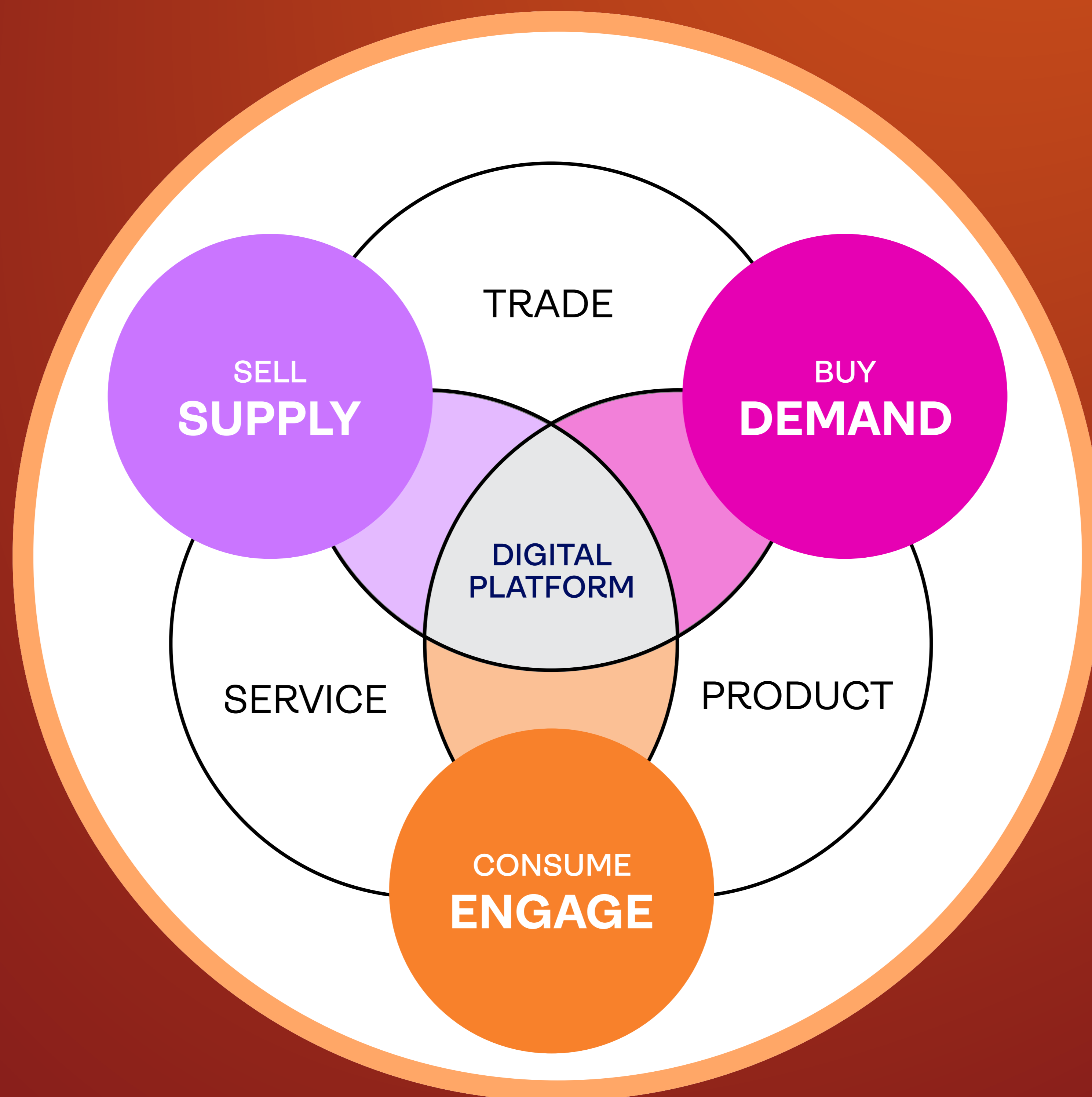
CRUISE
CONTROL



HYPER-
GROWTH

Growth not Growing.
Flip the Switch

7 KEY ELEMENTS OF
**PLATFORM
BUSINESSES**



IGNITING THE FLYWHEEL

Learning and Transaction Engines Work Together
to Reveal Demand that Drives Innovations

GROWTH & STRATEGY

ELEVATE YOUR SCORECARD!

WITH APRIL HANSEN



— Business Training & Advisory —

Growth & Strategy Services

Performance Skills Training for Individuals and Teams that Create Hypergrowth

Learning & Development, Training, & Workshops

CONTACT APRIL TO LEARN MORE

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HYPERGROWTH & LEADERSHIP: PURPOSE, VISION, MISSION & GOALS WHAT'S IN YOUR PLAYBOOK?

CHALLENGES WE CAN HELP YOU TACKLE

Business & Revenue Plans

- Limited businesses and revenue growth.
- Determining funding strategies for digital transformations.
- Expanding in markets with many competitors.
- Measuring and optimizing growth strategies to ensure a positive ROI.

Strategy Formation, Operationalizing and Transformation

- Engaging with target audiences.
- Successfully launching products and platforms.
- Determining the latest technologies and tools for strategic decision-making.

Improving Company Culture & Brand Image

- Ensuring that corporate goals, operations, and values align.
- Building a digital brand that feels authentic and human.

Free downloads:

- Courses workshops on market landscape mapping.
- Strategy transformation for businesses.
- Strategy and growth operationalizing for leaders and teams.
- Culture shifts and improvements for hypergrowth.
- Performance skills training for hypergrowth.

For more information:

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