

## WORKSHOP

# HOW **OPERATIONALLY** FOCUSED COMPANIES BECOME **MARKET** LEADERS

*Often the best run companies have the hardest time growing.*

*This is because the skills needed to run an efficient business are different than the skills needed to significantly grow a business. This workshop helps operationally excellent companies who struggle with growth approach marketing with a logical, linear Growth Gear model.*

**In this workshop author and speaker Pete Hayes leverages the latest research from a leading university, case studies and exercises to show how operationally excellent companies who often struggle with growth can adopt a few key disciplines to improve their growth potential. By deploying the same type of logical, linear thinking behaviors that many companies apply to their operations, businesses can drive significant growth through a market focused approach.**

**Subjects include:**

**Value to Members:** Members will learn to address significant growth challenges from a market based perspective. They will see how even the most industrial focused B2B company can leverage their logical metrics driven approach to operations into market based business processes that will help drive systemic growth far beyond the cool tools of marketing.

**Operations or Market Focused:** Understanding if your company is Operations focused or Market focused and how that impacts the way you approach business

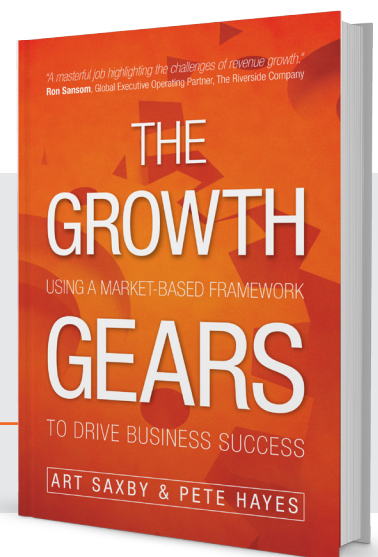
**Growth Behaviors:** Showing how operationally excellent companies who adopt market focused behaviors can significantly increase growth

**The Growth Gears:** A logical, linear, repeatable and measurable approach to market based growth

**Case Studies and Exercises:** How to deploy the three growth gears:

1. Get Perspective
2. Position for Relevance
3. Execute with Precision

Participants receive  
a copy of **The Growth Gears™**  
when attending the workshop



# PETE HAYES **LEADER, AUTHOR, SPEAKER**

*Pete is the co-author of Amazon best-seller The Growth Gears™ and co-principal of Chief Outsiders, LLC.*

Pete has worked as the marketing executive for Fortune 500 tech giants IBM and AMD as well as for a variety of start-ups and turn-around companies, with achievements in digital marketing, brand development, and professional services. He earned an engineering degree from UC Berkeley. His firm, Chief Outsiders [www.chiefoutsiders.com](http://www.chiefoutsiders.com), helps owners and CEOs of mid-size companies implement their visions for growth. Pete's national team of Chief Marketing Officers have sat on the leadership teams and helped implement growth plans at over 300 mid-size companies.

While Hayes learned his trade in technology, the partners and associates at Chief Outsiders have all held VP of Marketing or higher roles at operating companies in a wide variety of Consumer, B2B, technology, healthcare, energy, consumer and other industries. Chief Outsiders allows leaders of mid-size companies to add a market-focused senior executive to their leadership team on a part-time basis for fraction of the cost or complexity of a full time hire.

## *About Pete*

Pete and his wife Cindy live in Austin, Texas near their married daughters and four grandchildren. Beyond family, their passions lie in serving at church where Pete is a contemporary worship leader and songwriter. And sailing, with an objective of visiting all of the major Caribbean Islands in the next few years. Pete also serves on the Board of PACT – Partners Against Child Trafficking, and previously led EMPACT Africa and Wonders & Worries non-profits as Board President.



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**Chief Outsiders**

Fractional CMOs for Accelerating Growth