

FIVE

CRITICAL SUCCESS

FACTORS

Growing Companies
Running on EOS®

INTRODUCTION

Sometimes even the best run companies have the hardest time growing.

For organizations that have adopted the **Entrepreneurial Operating System**[®] (EOS[®]), Chief Outsiders offers a harmonized approach to explore, prioritize and activate the market-based needs that your company can use to drive sustainable growth.



Chief Outsiders' **Growth Gears™ Methodology** helps expand organizational skills to include growth-driving processes with Insight, Strategy and Execution as the core components.

Using the Growth Gears in conjunction with the EOS framework and licensed software will help you integrate growth into your operationally focused agenda.

This eBook outlines **Five Critical Success Factors** for a successful implementation using these two powerful and complimentary methodologies.

- 1 Develop your Market Orientation
- 2 Start with Insight
- 3 Build your Growth Strategy
- 4 Execute with Precision
- 5 Accelerate Growth with a fractional CMO or CSO


You will discover how it's possible to amplify the EOS framework and map an effective growth and marketing strategy across the **Six Key Components™** or, identify **Marketing Rocks** and align the Growth Gears with your **Vision/ Traction Organizer™ (V/TO™)**.

The background of the slide is a monochromatic orange-tinted photograph of a person rowing a boat. The person's hands are visible, gripping the oar. The water is visible in the lower half of the frame. In the bottom right corner, there is a large, semi-transparent white number '01'.

FACTOR #1

Develop your Market Orientation

Shift from operational
focus to a market-driven focus



Running a company is optimizing inside the four walls of your organization, while growing a company is aligning to the outside to capitalize on opportunities or out maneuver the competition. This requires a strategic **Market Orientation** – something that can be developed using the Growth Gears in lock-step with the V/TO.

Chief Outsiders asserts that building your commercial engine to grow a business has three distinct gears for gathering **Insight** (on your company, your customers and your competition), which inform your **Strategy** (regarding your product, channels, positioning, pricing and messaging), which drives your **Execution** (the tactical activities such as brand-building, promotion, and communication.)

You can't develop your Market Orientation without all three gears.

As you shift from an operational focus to a market-driven focus, you will be better equipped to meet your company's growth objectives and the needs of your customers.

Use the V/TO as a foundation to overlay the Growth Gears and outline specific marketing strategies that incorporate and respect your company's **Core Focus™** and vision.



We needed to create an identity that presented a true picture of what we offer and position ourselves as 'the experts' in business analytic solutions, not just a technology or implementation consultant. A way to achieve this was to work with Chief Outsiders to develop a clear and specific articulation of our brand and expertise.

CATHERINE JIRAK, COO AND PRINCIPAL, QUEBIT




FACTOR #2

Start with Insight

Insight leads to 'ah-ha' moments and
crystal-clear understanding

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In today's fast-paced selling environment, the sooner you determine what your target customer's problems are – the faster you know how your products and services can help solve them.

The insight that leads to the “ah-ha” moments you are looking for probably exists in your organization right now. You just need to uncover it. This is where Chief Outsiders may be able to help. Using frameworks, dashboards, templates, metrics and other tools, many of which are outlined in *The Growth Gears*, you can gather insight on the three “C’s” – **Company, Customer and Competition**. The outcome of this process will inform strategy, drive execution and map to your quarterly rocks.

- **Company Insight** begins at the Core Focus™ / Niche section of the V/TO
- **Customer Insight** aligns with the Marketing Strategy section of the V/TO to inform your Target Market/“The List” and helps identify your **Three Uniques™**
- **Competitive Insight** further informs your Niche and Marketing Strategy

This insight gathering will ensure that you are crystal clear on why your company exists, what problems you solve for your customers, and why your approach is unique and better than the competition. This *Growth Gears* approach will help you quickly formulate quantitative goals with specific and targeted outcomes.



Chief Outsiders helped us look at our current practices and take them up a notch. They helped us identify some opportunities that had been there all along. By looking at it from a different perspective, and creating analysis that clicked with our target audience, they really helped us to be successful.

CHIP DANNEKER, VP CIRCULATION DISTRIBUTION, DALLAS MORNING NEWS




FACTOR #3

Build your Growth Strategy

Take a critical look at
what's working – and what's not

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The more you do now to identify what is working and what needs to be fixed, the more you will have clarity on the steps needed to effectively build your company's overall growth strategy. As you align your activities with this strategy, your leadership will become more effective and you will see your business start to accelerate.

Using the EOS formula, you will define your **1-year plan, 3-Year Picture™** and **10-Year Target™**, and get everyone working towards the same goal and vision. Next, you will identify, describe and characterize your **Markets, Offerings and Positioning.**

Your discovery in this phase will address questions such as:

- What markets do you serve and where will your growth come from?
- What is your product-market fit and your product / service roadmap?
- Do you have a pricing strategy and what guarantees do you offer?
- What segmentation makes the most sense for your company?
- Are you positioned for optimum growth?

As described in the EOS Process®, good decisions require clarity and confidence. The steps you take to gain traction with your growth plan need to be based on fact and quantitative data points. A well-planned and effective strategic marketing strategy will deliver return on investment and contribute to your overall revenue growth.



The plan was to do a half-dozen things really well. Zero in on those things we can track, and do more of those based on results. Our Chief Outsiders' CMO worked with us to create a strategic plan and strategic road map. We carried out 100% of what was recommended – with great results.


FRANK EWING, CEO, AML RIGHTSOURCE

FACTOR #4

Execute with Precision

Use insight-based understanding to
activate your growth strategy

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Now that you've got a deeper understanding of your company, your customers and your markets using insight and research, it's time to put your marketing strategy into play. This is where the **Traction**[®] comes in.

The path to success requires company-wide focus on the same goals with a shared sense of discipline and accountability. Sharing the corporate vision is essential in getting everyone on the same page with where they're going, and what they will do to get there.

A proven approach is a frameworks workshop which will help ensure that everyone is equipped to execute on the strategy. Highly effective, these workshops will identify where your growth will come from, which marketing rocks are a priority, and how to implement the various strategies and tactical activities required to move the needle. For example, as you better understand your buyer's Journey, marketing ops can design metrics that lead to better funnel management, which in turn leads to better conversion rates for the sales team.

By identifying and deploying the right resources and using tactics that encourage participation, you can help your team organize thoughts and bring discipline to the process of precision execution. Working through these plans together, you will break down silos, create executable project plans and prioritize activities to align with the growth goals. This approach allows you to quickly identify what is working, to design repeatable processes and course correct before investing too deeply in things that are not as effective.



By working with Chief Outsiders, we are actually collaborating with a team of experts without having to pay for all of it. I am focused on results and I'm not counting hours. My job is to run the company, my Fractional CMO's job is to grow our company.


ANURAG KUMAR, CO-FOUNDER AND CEO OF ITEXICO

FACTOR #5

Accelerate Growth with a Fractional Executive

Bringing in a fractional CMO or CSO
on board is good for business

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So, what exactly does a fractional executive do? As a C-Level marketing executive, the CMO or CSO joins your executive team on a part-time, interim, or project- specific basis. They will help you develop a market-focused growth strategy aligned with your EOS framework, and then design a practical, tactical and measurable marketing plan.

The CMO or CSO will oversee the execution of the marketing plan, advise on a transition strategy and own the **Key Marketing Rocks**. Including them in your **Level 10 Meetings™** as well as quarterly and annual meetings, helps keep everyone in sync.

Another benefit is that you get instant talent. The fractional executive complements the strategic thinking of the **Visionary™** and the results focus of the **Integrator™** by helping them recognize what is good marketing and what is not – and teaching them how to productively challenge marketing activities and stay on course. The CMO or CSO can fill leadership gaps and put in place the right systems, levers, processes and measures to build an **Engine for Growth** that drives accountable results long after your fractional executive engagement has concluded.

In addition, you gain access to the **Power of the Tribe**, which taps into the best marketing minds of more than 120 experienced and business-savvy fractional executives in a highly collaborative culture. You can trust that Chief Outsiders “get it, want it, and can do it”, and will deliver proven ideas and results. The outcome for you? Accelerated business growth.



No matter who our clients talk to in our company, everyone is on the same page and everyone is happy and excited about the impact that they're having. That was born out of the disciplines that we were taught in the marketing stage by Chief Outsider.

DAN KEGLEY, CEO, CUNNINGHAM-LIMP

SUMMARY

Combining the EOS framework and licensed software with the Growth Gears Methodology from Chief Outsiders, brings the best of both worlds to companies who want to achieve operational excellence *and* grow to their highest potential.

The benefits are game-changing:

- Expand your operational skills to include growth-driving processes
- Transform insight into actionable strategies for market expansion
- Improve your offerings, optimize your pricing and competitively position your way to faster, more profitable growth
- Capitalize on your opportunities with a simple to understand roadmap for assessing your current marketing programs purpose and effectiveness
- Discover the means to achieve greater success into the future

When you start to pay more attention to marketing and realize what a big impact marketing can have, the possibilities are limitless. Through discovery and validation, you will overcome this pervasive blind spot and realize that without great marketing you will not achieve the growth you want.

Putting Chief Outsiders and these 5 Critical Success Factors to work for your company will take your achievements with the EOS framework and licensed software to the next level.



Ask your EOS Implementer® about
Chief Outsiders, or contact us directly.

Chief Outsiders, LLC is a nationwide “Executives-as-a-Service”
firm, with more than 120 part-time, or fractional,
Chief Marketing Officers (CMOs) and Chief Sales Officers (CSOs)
engaged from coast-to-coast.

For more information visit:

CHIEFOUTSIDERS.COM



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Working with Chief Outsiders is like recharging your company's batteries. It helped us to step back, look at things and then go forward with renewed initiative.”

**MARY ELLEN HARDEN, PRESIDENT
WALL STREET GREETINGS**