

Subject: Week 72 learnings - Driving Growth
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Dear All

Over the last one year, I have been part of an advisory board of 15 people for a global WPP initiative called Institute for Real growth. This project is about driving business and brand growth and interviewed over 500 leaders across 73 markets. The project is complete now and the report will get published around August I think. I am sharing my learnings based on all the interactions in the advisory board:

1. Barriers to growth in every industry are dropping
2. The biggest head room for growth is south Asia (India is a part), Central Asia (old USSR), Africa and central America.
3. There is a war for talent
4. Transparency is a must have in corporate culture.
5. License to operate is being challenged on account of sustainability and commitment to society.
6. There is growth in partnerships
7. Products are clubbing services in order to be more meaningful to consumers.
8. When growth stalls, the Chief marketing Officer is the first to go.
9. Growth companies take a bet on the future, losers tend to milk existing business and models.
10. Growth companies focus on growing the category they are in.
11. Growth companies are about solutions
12. Growth companies rewrite the culture script, marked by innovation, change.
13. Growth companies train people 3 times more than non- growth companies
14. Growth companies focus on micro markets
15. Growth companies have more insights from data than non- growth companies.
16. Growth companies work through small, empowered teams
17. Growth companies have multiple business models to go to market.
18. Growth leaders exhibit **Humility**, they are **Empowering** , are **Passionate** and **Courageous**

A question we need to ask is _ How can we be a high growth company? What stops us and what barriers and hurdles do we need to eliminate in order to achieve high industry beating growth.

All the best, feedback welcome

Wr
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