

# Annual Planning Step 2 Inventory Bets

## LACK OF FOCUS LEADS TO FAILED PLANS

Leadership uncertainty often manifests as broad-reaching growth strategies with too many active bets. Evaluating all of the ways you can achieve growth across commercial functions will give CEOs a clear landscape of tightly defined growth levers and which bets to place, ultimately driving focused execution.

## Hedging is NOT a Growth Strategy

Making your quarterly and annual revenue number will not happen if you don't take a focused approach to growth

### HOW TO INVENTORY BETS

#### SHARE THE FACT BASE

The CEO shares the fact base established based on look-back facts about company performance, forward-looking beliefs, and Revenue Growth Maturity level

#### DEVELOP A BUSINESS CASE

The go-to-market teams establish beliefs based on the fact base and make bets on how to adjust and meet strategic goals. They develop a business case for each bet to help prioritize efforts

#### DISCUSS THE ASSUMPTIONS

The executive team meets to share and discuss their assumptions, bets, and business cases, and then reviews potential plans for executing bets

**TEMPLATE** Use this template to create the business case for each proposed bet.

Belief	Bet	Definition	Evidence	Learning	Business Case – Impact to Revenue
Growth Rate too Low	GTM Transformation	Adjusting strategy of how company's value is communicated and sold to the market	Market Growing 3% Faster	Not prioritizing high potential prospects	\$5.2M
Turnover Is too High	Talent Investment	Attracting, motivating, retaining, and training top talent	40% Turnover	Lack of training	\$2.4M

### WHY SBI?

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