

2025 SBI SPRING REGIONAL SUMMIT

MAY 13-14, 2025 ATLANTA, GEORGIA

BLUEPRINT

for Sustainable Growth



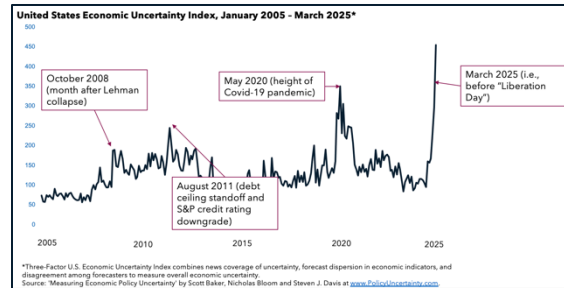
Driven by Insights
Delivered from Experience

The background features a series of thin blue lines forming a grid-like pattern. Several arrows are integrated into this pattern: one pointing up on the left, one pointing right in the middle, and one pointing up on the right. The main title and authors' names are centered within this design.

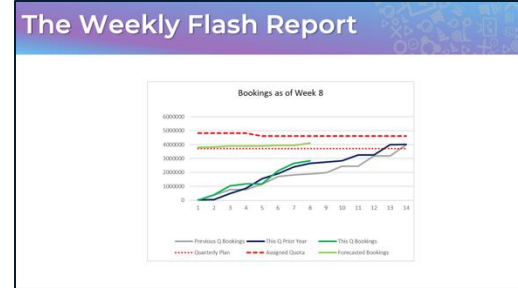
Deploying GTM Resources Efficiently

Alicia Lee, Norma Nieto, and Tony Erickson

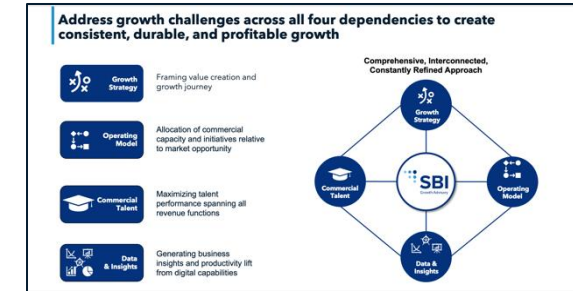
Three cross-cutting themes



**Managing through
Uncertainty**

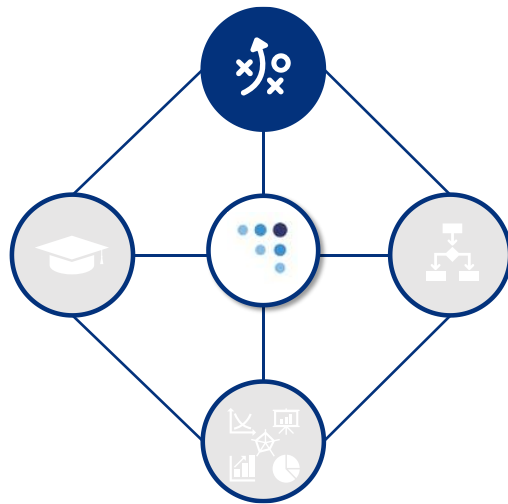


Driving AI Impact



**Intention and
Alignment**

Growth strategy is constantly shifting and evolving, often without clear alignment to function execution



Growth Strategy

Return on GTM KPIs

1. "Rule of"
2. Rate of Growth
3. EBITDA

Growth Optimizers

"Rule of" performance moves upward through more efficient growth.

EBITDA Optimizers

Focus on a "Rule of" based on driving significant EBITDA improvement, sacrificing some growth rate

SBI's Value Creation Compass

