

Annual Planning Step 3 Place Bets

LACK OF FOCUS LEADS TO FAILED PLANS

Quantifying the time, effort, and ROI of bets allows executives to make objective, informed tradeoff decisions versus making subjective or reactive decisions on where to make strategic investments. It also shows when to expect results so teams don't lose patience and change directions prematurely.

Cost containment 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 EVALUATE AND PLACE BETS

The executive team collaborates to select 3-5 initiatives that are large impact, achievable, and aligned towards a common commercial goal. These bets are evaluated based on time to realization, level of effort, and impact on enterprise value.

TIME TO REALIZATION

How long before you see returns on your investment?

- 6-9 months
- 9-18 months
- 18-24 months

LEVEL OF EFFORT

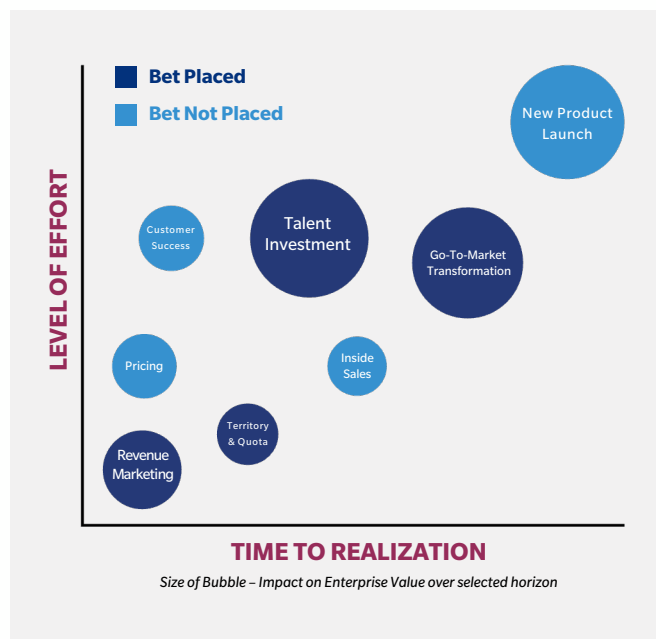
How much resources and change will this bet take to implement?

- Low
- Medium
- High

IMPACT ON ENTERPRISE VALUE

How much return on investment can you expect?

- Bubble Size



WHY SBI?

Driven by insights and delivered from experience, SBI continues to help clients grow their revenue, margin and enterprise value in ways never before possible. Working with us, leaders can expect confidence and trust with experienced partners every step of the way. We engage and support our clients as an extension of their team, both guiding and working side-by-side to deliver relatable, practical strategies that work for today and tomorrow.

Connect with SBI today and talk to us about how we can help you on your growth journey.

Learn more: sbigrowth.com/annual-growth-planning



Driven by Insights
Delivered from Experience

Contact Us:

mark.baizen@sbigrowth.com
dan.curran@sbigrowth.com