

Course : Define Your Growth Strategy and Choose Your Development Models

Practical course - 1d - 7h00 - Ref. D1K

Price : 980 CHF E.T.

NEW

Organic growth or external growth? Specialization or diversification? Disruptive innovation or optimization of the existing product line? Investment in new tools or leveraging existing ones? Executives are regularly faced with strategic trade-offs that have a lasting impact on their company's trajectory. This training program offers a structured approach to analyzing, selecting, and prioritizing the most relevant growth drivers. Based on a strategic assessment of their company, participants evaluate the main growth models (expansion, diversification, integration, specialization), identify high-impact opportunities for innovation and diversification, optimize their value proposition and pricing strategies, and then develop a prioritized roadmap aligned with their ambitions, resources, and execution capabilities.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Analyze the internal and external drivers of growth within your organization
- ✓ Select the development model best suited to your strategic context
- ✓ Develop a prioritized 12- to 24-month growth roadmap

Intended audience

Executives at small and medium-sized businesses, mid-sized companies, and large corporations; members of executive committees; entrepreneurs and founders; business unit directors; and executives on track to assume one of these roles

Prerequisites

None

PARTICIPANTS

Executives at small and medium-sized businesses, mid-sized companies, and large corporations; members of executive committees; entrepreneurs and founders; business unit directors; and executives on track to assume one of these roles

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Teaching methods

Self-assessment, case studies, group discussions, and hands-on exercises. Tools and methods: maturity matrix and growth cycles, Ansoff Matrix, 12- to 24-month strategic roadmap template, etc.

Course schedule

1 Identify the company's growth drivers

Compétences visées

- Identify the drivers of organic growth: volume, price, product mix, market share
- Analyze drivers of external growth: acquisitions, partnerships, and international expansion
- Identifying Where Your Business Stands in the Growth Cycles (Greiner Model)
- Identifying the Structural Limits to Growth: Market, Resources, Organization

Activités pédagogiques

- Position your company on the growth maturity matrix; identify its dominant driver and its underutilized levers
- Compare the growth trajectories of two companies in the same industry: organic versus external
- Discuss among executives the structural limits to growth that have been encountered

Outils et méthodes

- Maturity Matrix and Growth Cycles (Greiner Model)
- Organic/External Growth Drivers Matrix
- "Growth Trajectory" Self-Assessment (materials provided)

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

2 Evaluating Strategic Development Models

Compétences visées

- Analyzing development models: expansion, diversification, integration, and specialization
- Comparing Organic Growth, External Growth, and Alliances
- Evaluating Diversification Strategies: Concentric, Horizontal, and Conglomerate
- Identify the conditions for a successful model change

Activités pédagogiques

- Position your business model on the Ansoff Matrix and describe its degree of diversification
- Analyzing the transformation of a company's business model: from product to service, and then to subscription
- In small groups, select and justify a growth strategy for a given business scenario, then discuss the trade-offs in a plenary session

Outils et méthodes

- Ansoff Matrix (Product/Market Combinations)
- Comparison Chart: Internal Growth, External Growth, and Alliances
- Types of Diversification (Concentric, Horizontal, Conglomerate)

3 Prioritize growth drivers and develop a roadmap

Compétences visées

- Prioritize opportunities based on impact and feasibility
- Aligning Resources, Ambitions, and Execution Capabilities
- Develop a 12- to 24-month growth roadmap and break it down into milestones
- Anticipating Implementation Risks

Activités pédagogiques

- Prioritize growth drivers using an impact/feasibility matrix, identify three priorities, and establish a 12- to 24-month roadmap
- Present your growth plan in 3 minutes to your peers, then receive peer feedback on the alignment of your vision, resources, and execution

Outils et méthodes

- Impact/Feasibility Matrix
- 12-24 Month Strategic Roadmap Outline
- Pitch and Peer Feedback Matrix

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Dates and locations

REMOTE CLASS

2026 : 11 Dec.

2027 : 12 Mar., 25 June, 17 Sep., 10 Dec.