

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Leadership

At our last face-to-face you asked me about the actions you, as leader, need to take to drive NewCo up the secular growth curve. I have had a colleague scour the literature and attach a list of the kinds of actions we believe you need to consider.

Regards

Attachment

SUGGESTED LEADERSHIP ACTIONS FOR SECULAR GROWTH CURVE

LEADERSHIP			
INCLUDING METRICS			
Internal group discussions building market size and structure scenarios			
Develop a market positioning that distinguishes your offering from the firm's historical offerings			
Develop a market positioning that distinguishes you from competitive set and reference competitor(s)			
SALES			
Massive salesforce-driven campaign to drive sales as far and fast as possible, denying opportunity to competitors (size of salesforce?)			
Develop elevator pitch and sales story giving a compelling reasons to buy			
Use sales personnel with indepth industry experience			
Tightly focused sales campaign seeking testimonials			
Build/maintain strong social media presence			

to drive word-of-mouth testimonials			
Build project management skills to support integration of offering into customer operations			
Seek technically-strong 3rd party sales/distribution partners that can implement the offering rapidly			
Develop 'playbooks' that talk to the offering in use and how to integrate it			
Seek mass, very low-cost distribution channel			
Install organization structure to form/maintain market partnerships			
SUPPORT			
Set up/maintain warranty terms			
Set up/maintain support call centres with suitable support tools			
Train 3rd party distributors to handle support issues			
Set up self-help, FAQ systems			
Business decision on level of support and performance parameters			
LOGISTICS & INFOTECH			
Maintain relationship with outsourcing partner to support scalability			
Maintain supply chain logistics systems			
Introduce enterprise management system			
Outsource wage and hiring tasks to parent company administration for fixed fee of 5% of wage bill			
Maintain administration in house requiring building HR, accounting etc. departments			
PRODUCT DEVELOPMENT			
LINKS TO INFLUENCERS			
Seek to distinguish offering from competitive set			
Focus on building functionality to support a 'whole offering'			
Focus on developing multiple offering configurations			
Focus on offering stabilization and predictability of performance			

Focus to a standardized, 'productized' version of the whole offering that covers all eventualities			
Focus resources on invention of new functionality			
Focus on extreme ease of installation and ease of use			
Development focus on cost reduction even at expense of functionality and inferior offering			
Develop a 'good enough' offering at lower cost with retained functionality and backward compatibility			
Install organizational structure to form/maintain technology partnerships			
MARKETING			
Undertake extensive market research using agency resources			
Internal group discussions building market size and structure scenarios			
Develop a market positioning that distinguishes your offering from the firm's historical offerings			
Develop a market positioning that distinguishes you from competitive set and reference competitor(s)			