

Growth Excellence Matrix Diagnostic

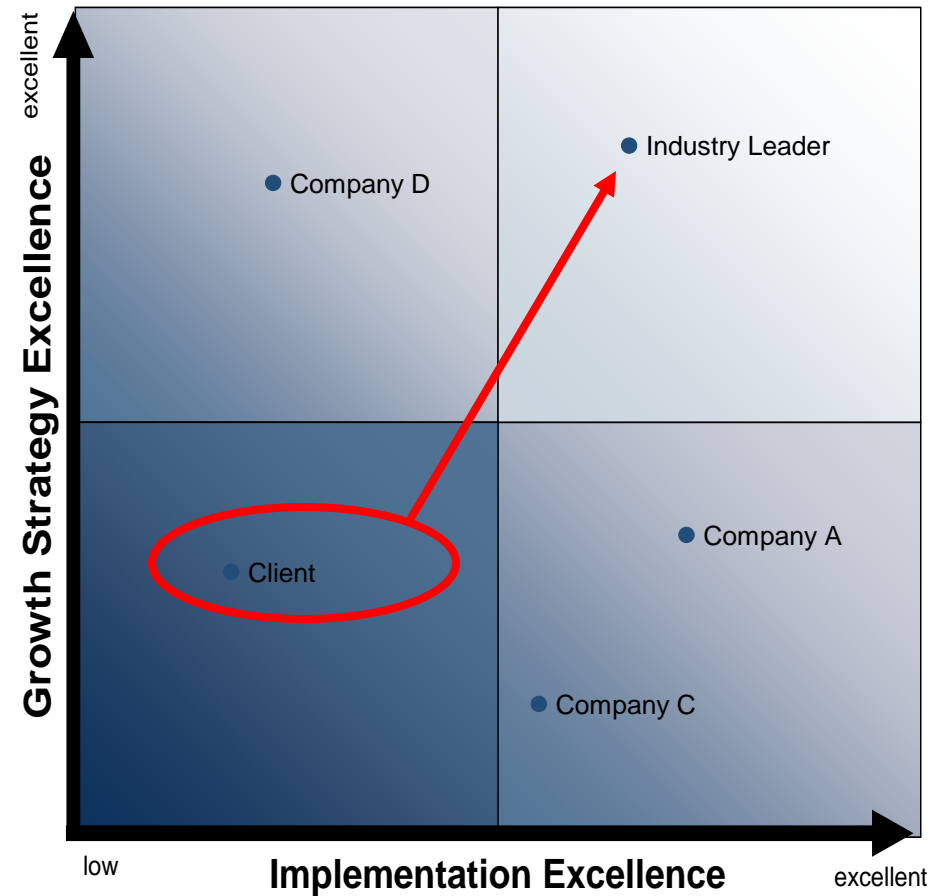
Improving Future Growth Potential



The Growth Excellence Matrix (GEM): Benchmark, Focus, Grow

Purpose

- Benchmark your Firm's growth attributes within your industry
- Pinpoint areas for focused improvement
- Identify areas of executive team misalignment
- Reveal future growth potential



GEM 2.0: Assessing Key Drivers of Growth

The GEM 2.0 model assesses 20 categories of growth drivers:

Growth Strategy Excellence

- Growth Benchmarking
- Growth Pipeline Creation
- Growth Pipeline Evaluation
- Business Environment Understanding
- Visionary Platform Establishment
- Vision Alignment of Executive Team
- Strategy and Vision Congruence
- Key Growth Process Capabilities Assessment
- Risk Assessment

Implementation Excellence

- Operational Alignment and Planning
- Resource Alignment
- Measurement Systems Establishment
- Strategic Plan Communications
- Incentive Alignment
- Sales Effectiveness
- Marketing Impact
- Finance Execution
- Research & Development Accomplishment
- Customer Alignment
- Leadership Change Readiness

GEM: A Deep Dive into the Drivers

Growth Strategy Excellence Drivers

1. Growth Benchmarking
2. Growth Pipeline Creation
3. Growth Pipeline Evaluation
4. Business Environment Understanding
5. Visionary Platform Establishment
- 6. Vision Alignment of Executive Team**
Our senior management team shares a common view of the path to achieving future growth
7. Strategy and Vision Congruence
8. Key Growth Process Capabilities Assessment
9. Risk Assessment

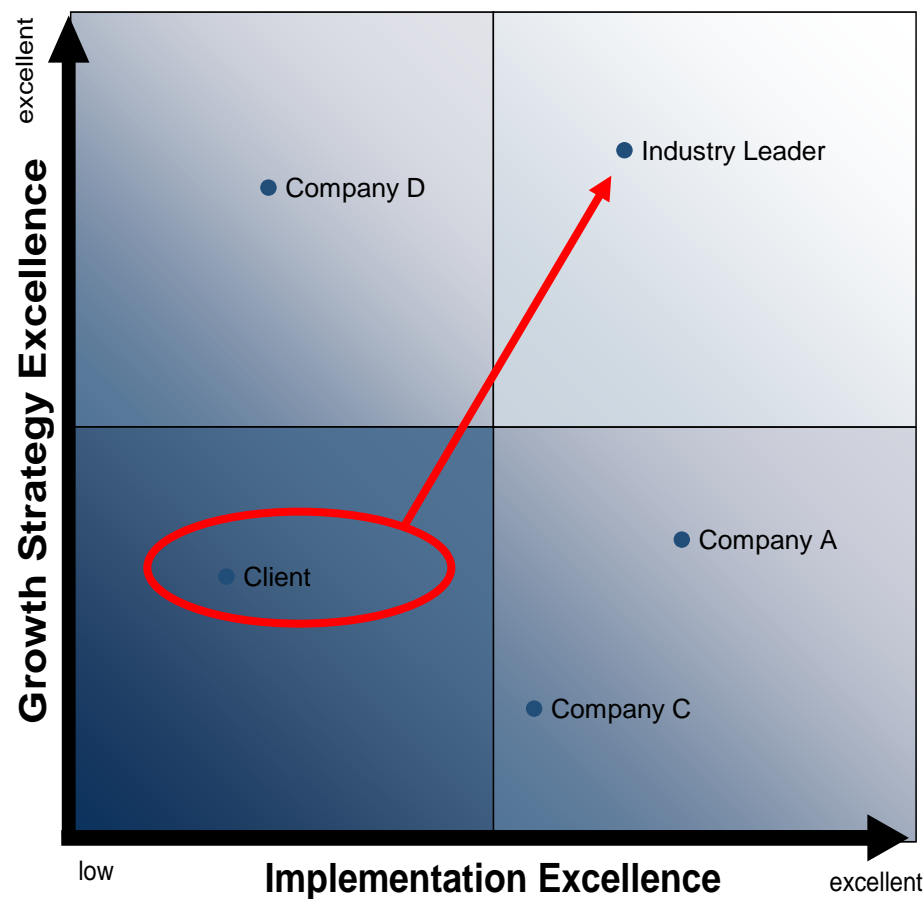
Evaluation Categories

- A Growth Team of Senior Executives Formally Established and Empowered
- Vision Clearly Documented and Communicated to Growth Team
- Entire Growth Team Assents to Vision
- Growth Team Members' Direct Reports Embrace Vision
- Executive Variable Compensation Tied to Vision Achievement (>20% of variable)

GEM: Propelling Your Firm to the Upper Right

Methodology

- Survey is conducted
- Score is provided for each driver
- Overall and driver-level benchmark is calculated
- Leveraged challenge areas are identified
- Areas of executive disagreement are highlighted



Growth Excellence Matrix Diagnostic Sample Results

How does *Newco, Inc.* measure up?

September 2009

Growth **Strategy** Effectiveness

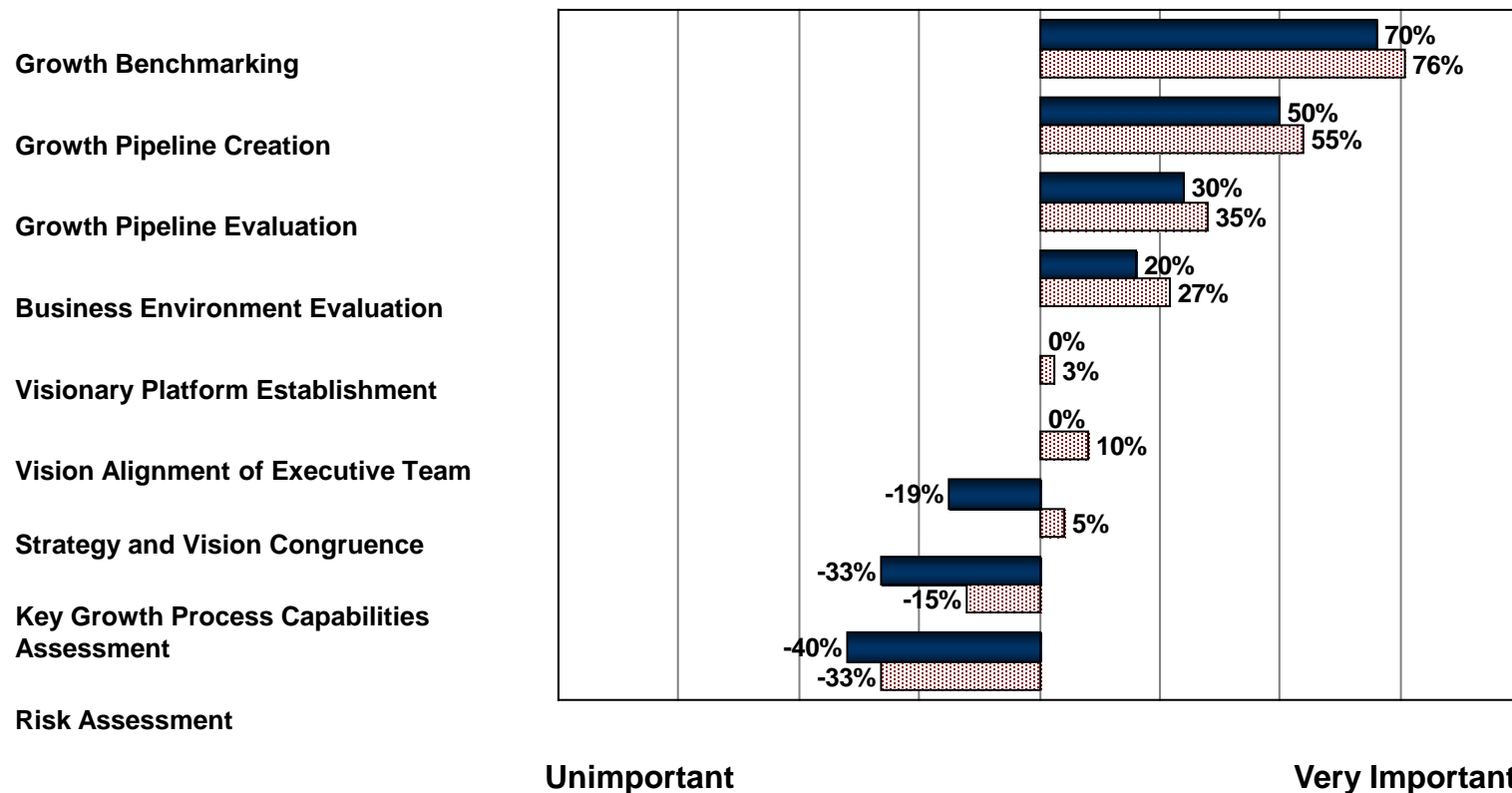


Importance of Growth **Strategy Drivers** to Company Leaders

The executive teams of the top companies **in your industry** value the importance of proven growth strategies. The graph below depicts the value your executive team places on proven growth strategies compared to other firms in your industry.

Importance of Growth Strategy Drivers

■ Your Company ▨ Other Companies

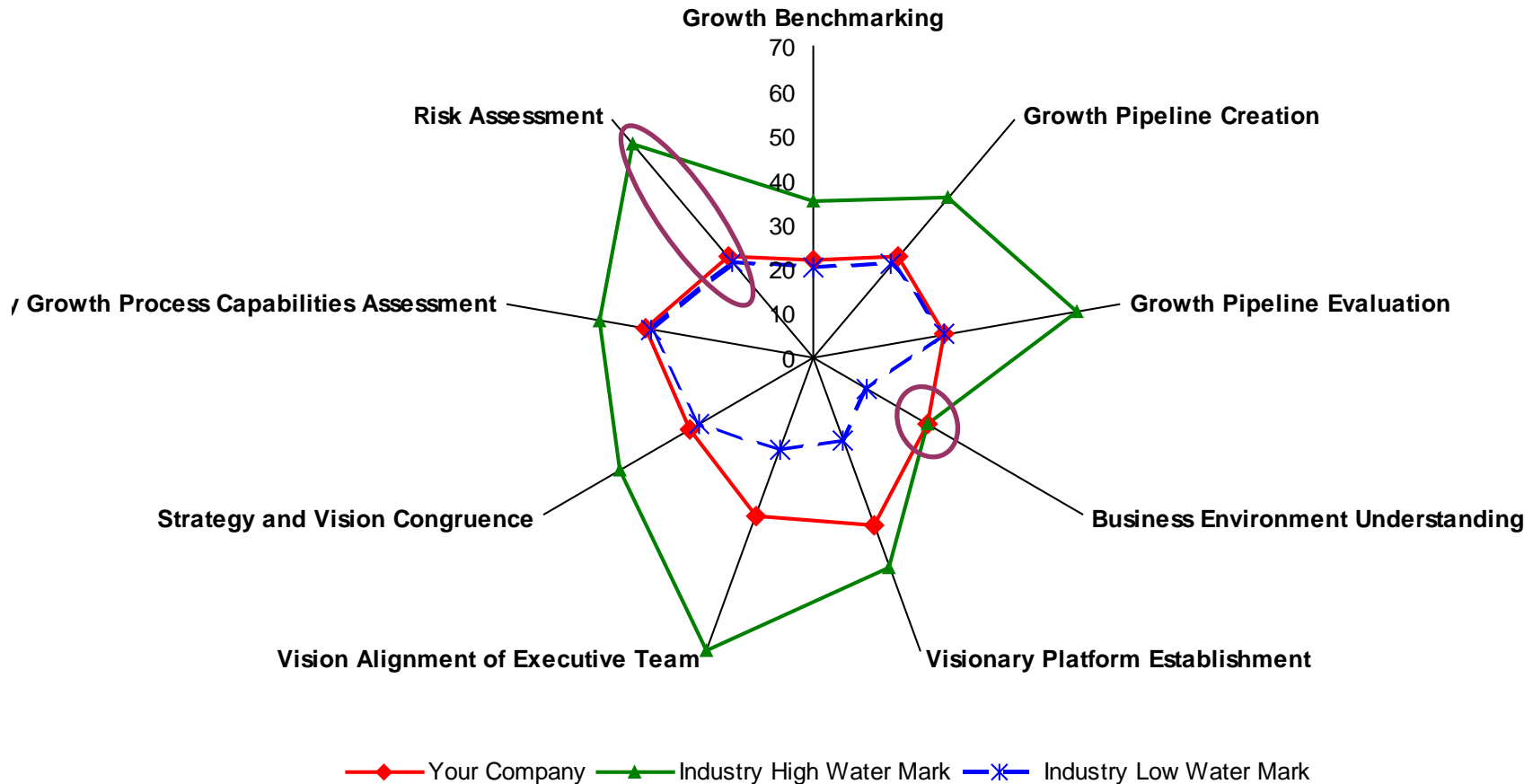


Source: Frost & Sullivan

Growth Strategy Driver Comparison

Each of the nine growth drivers depicted below is defined through five individual activities which a company should perform. The cumulative score of those five activities gives a company an individual index score per growth driver, which allows you to see where you stack up against other firms.

Growth Strategy Driver Benchmarks

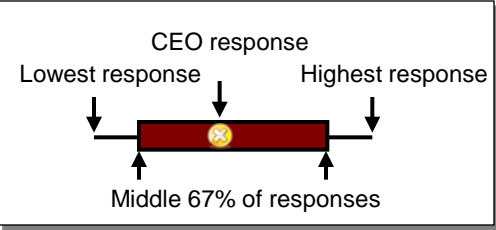
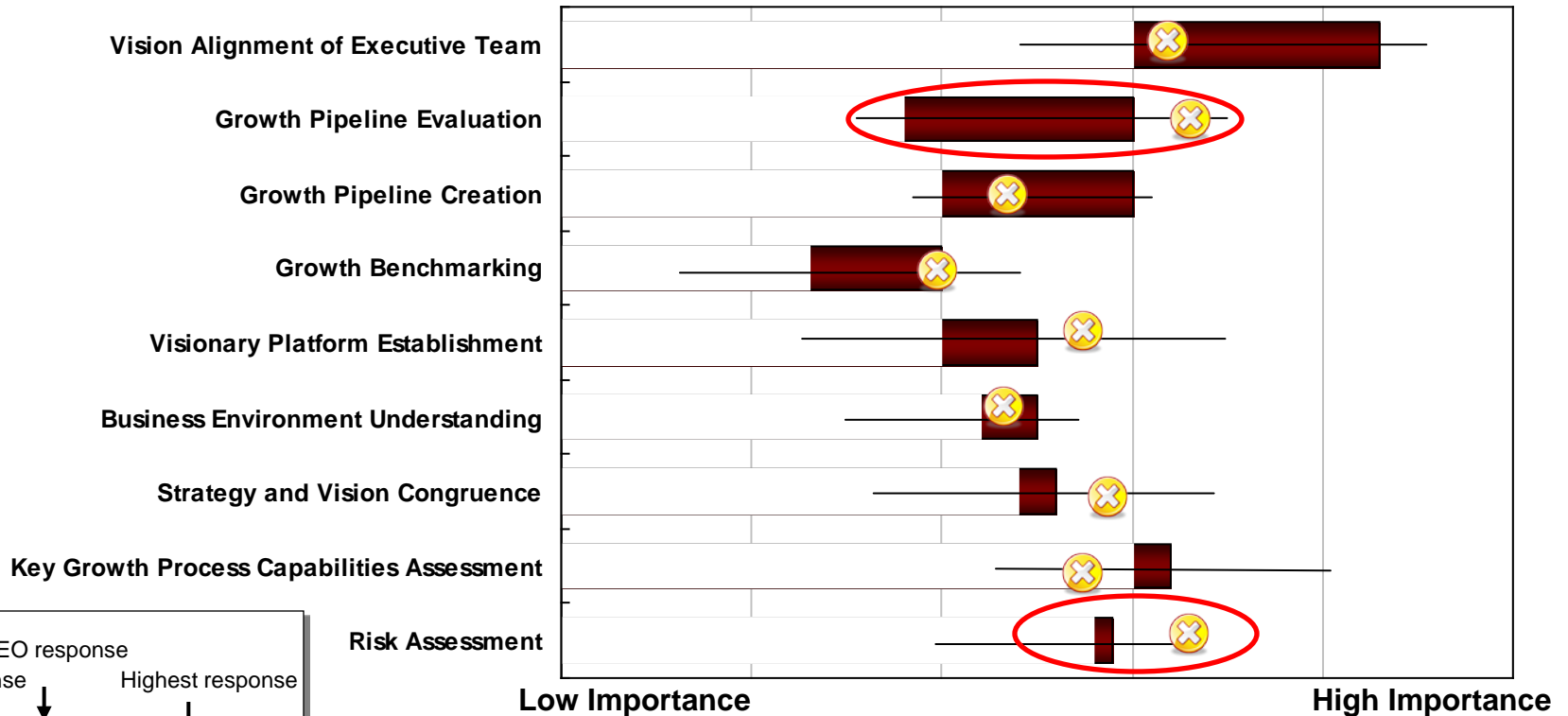


Source: Frost & Sullivan

Growth Strategy Driver Alignment

The extent of agreement on growth strategy priorities between members of your executive team is depicted below from highest misalignment at the top to greatest alignment at the bottom. The **wider** the bar, the greater the misalignment. Additionally, it is useful to compare the senior-most executive's responses (circles) to the rest of the team's.

Executive Team Alignment (Highest Misalignment to Tightest Alignment)



Source: Frost & Sullivan

Implementation Effectiveness

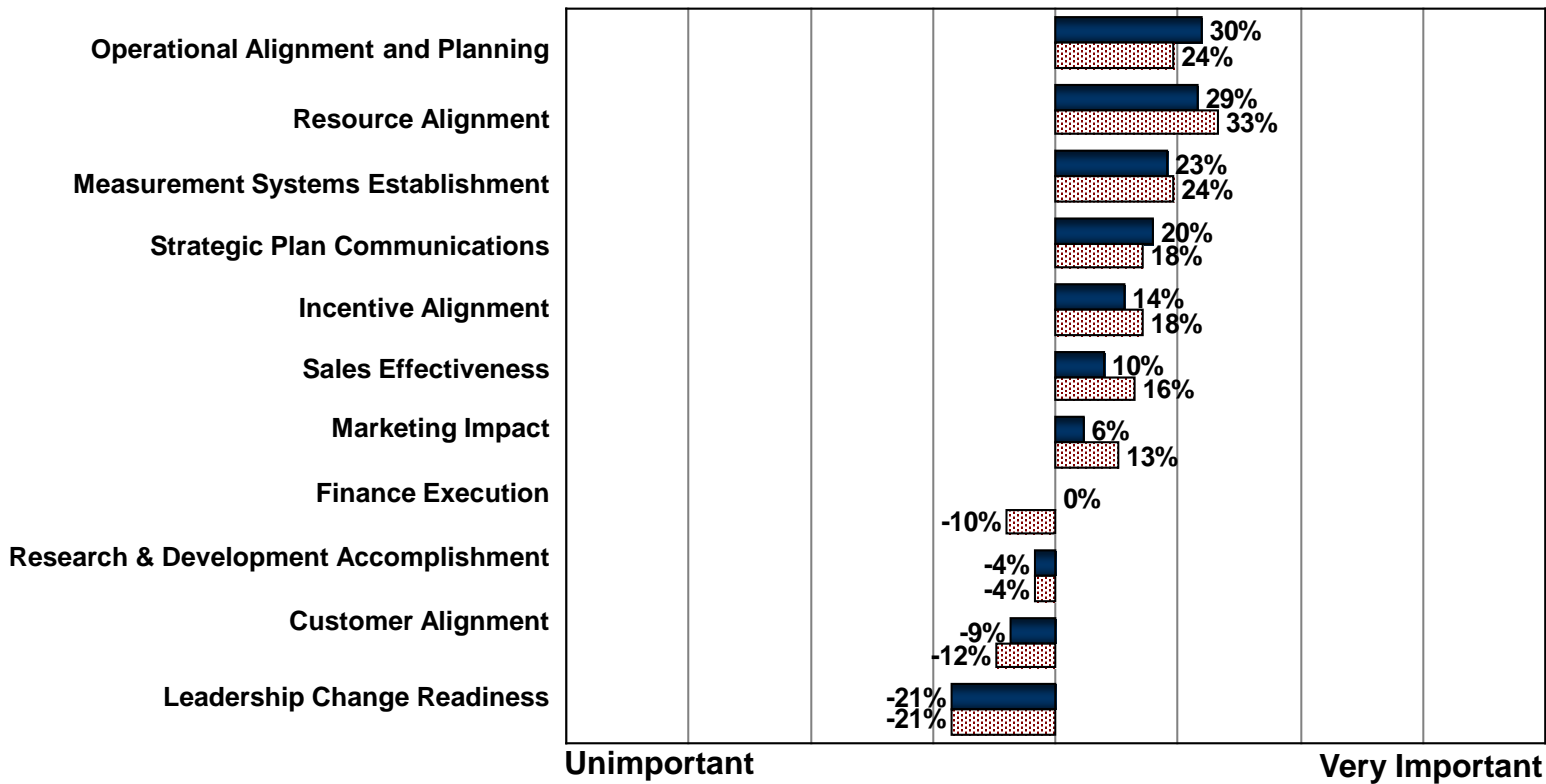


Importance of Strategy **Implementation Drivers** to Company Leaders

The executive teams of the top companies **in your industry** value the importance of proven growth strategy **implementation** drivers. The graph below depicts the value your executive team places on different implementation drivers.

Importance of Growth Strategy Implementation Drivers

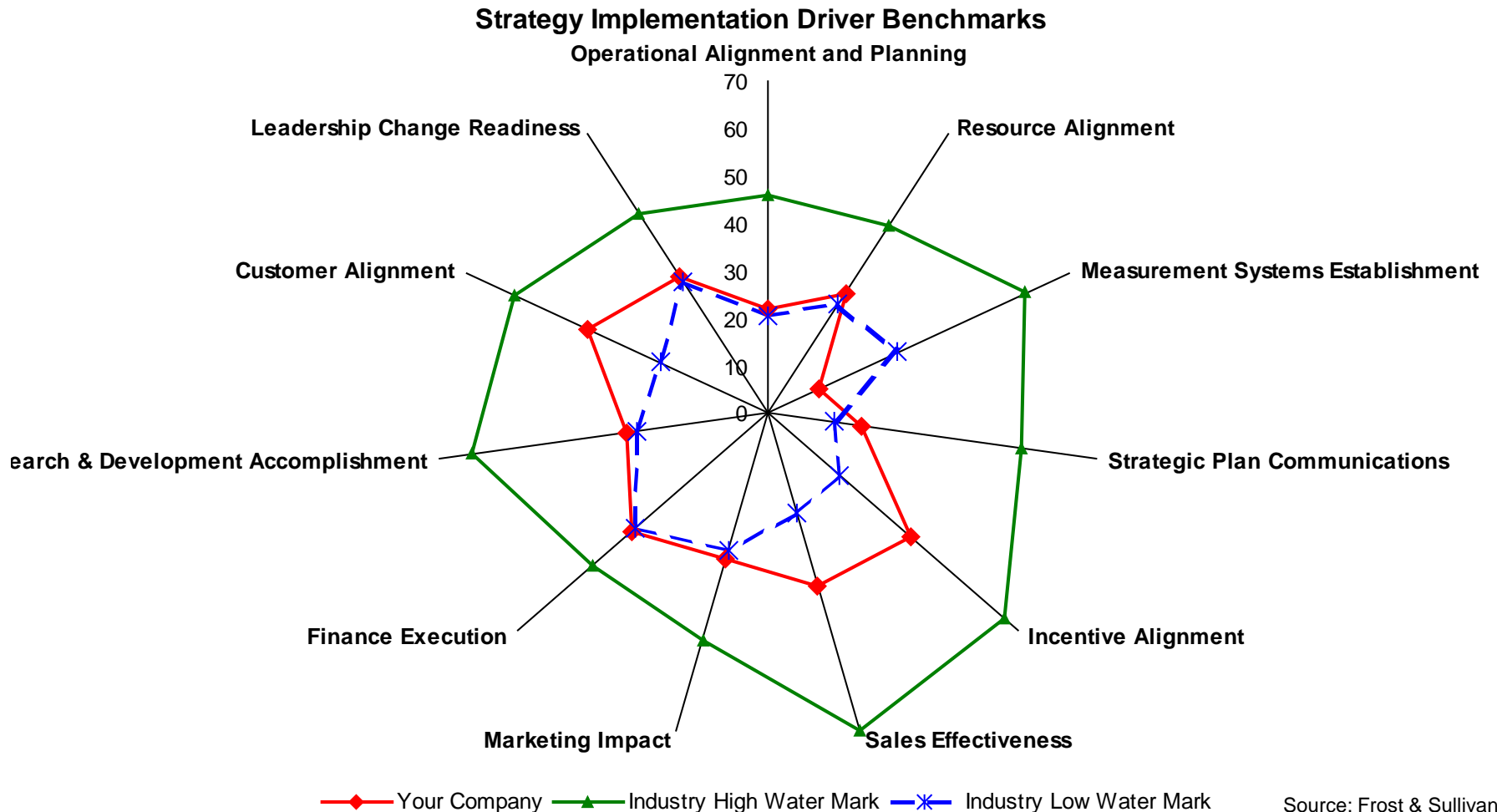
■ Your Company ▨ Other Companies



Source: Frost & Sullivan

Strategy Implementation Drivers Comparison

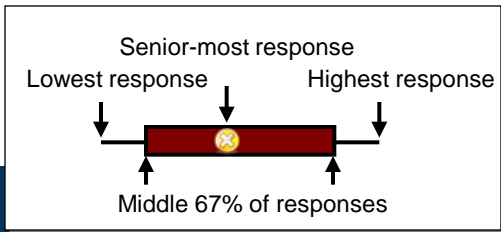
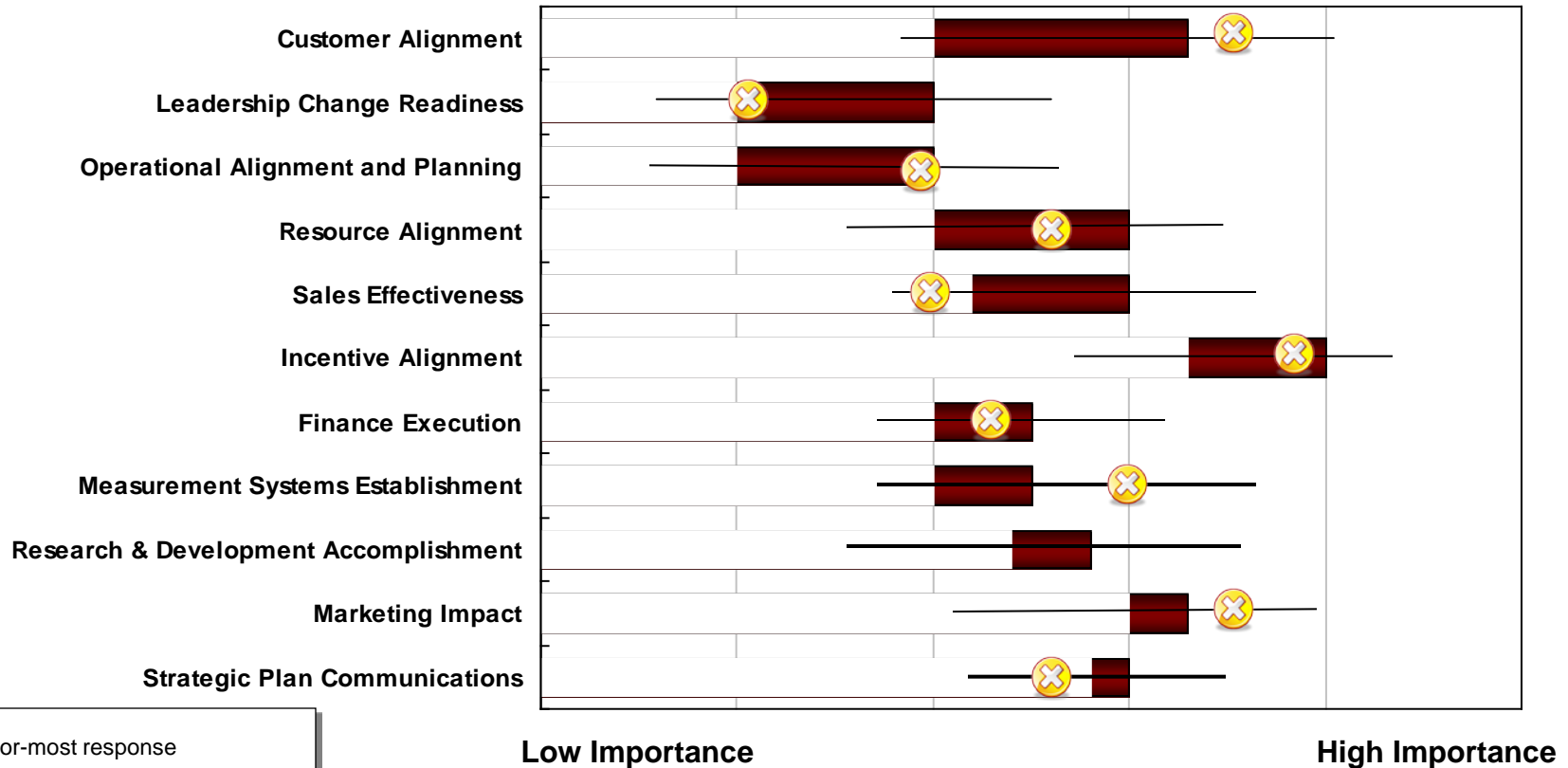
Each of the eleven implementation drivers depicted below is defined through five individual activities which a company should perform. The cumulative score of those five activities gives a company an individual index score per implementation driver, which allows you to see where you stack up against other firms.



Strategy Implementation Drivers Alignment

The extent of agreement on growth strategy implementation priorities between members of your executive team is depicted below from highest misalignment at the top to greatest alignment at the bottom. The **wider** the bar, the greater the misalignment. Additionally, it is useful to compare the senior-most executive's responses (circles) to the rest of the team's.

Executive Team Alignment (Highest Misalignment to Tightest Alignment)



Source: Frost & Sullivan

Growth Excellence Matrix

Overall Benchmark



Growth Team Comparison Within the **Widget** Industry?



Source: Frost & Sullivan

Contact us today and find out how to perform a GEM Diagnostic for your company.

Email: myfrost@frost.com, **Subject:** GEM

Please include full contact information: Name, Title, Company Name, Address and Work phone.

Phone: 1-877-463-7678 and ask to speak with Dan Goldenberg