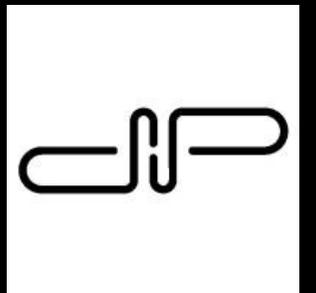
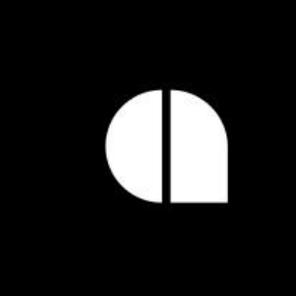
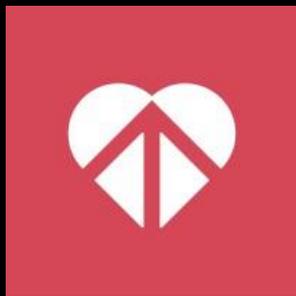
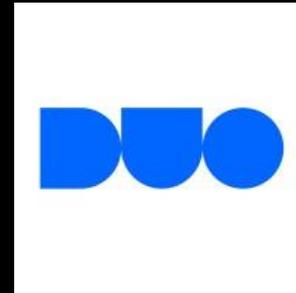
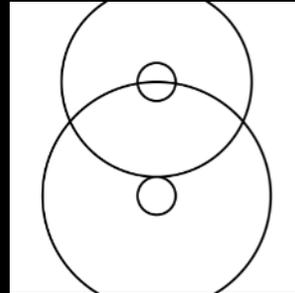


CREATE GROWTH

Welcome

**CREATE
GROWTH**



Your Team

Rob
Sethna



Rebecca
Stockdale

David
Crawford



Sara
Jacklin

Sean
Sankey



MUCHCLEARER

**Let's do
7 hours in
7 minutes**

1

Creating
VALUE

CREATE
GROWTH

The image shows two pizzas in cardboard boxes, viewed from a top-down perspective. The pizza on the left is topped with a variety of ingredients including mushrooms, sliced ham, olives, and green herbs. The pizza on the right features a different set of toppings, including what appears to be ground meat, spinach, and possibly artichokes. The text "How can we define Value?" is overlaid in the center in a bold, white, sans-serif font.

**How can we
define Value?**



Impact
perception

+



Inherent
perception

=

Value



A

little

SPARK



* Defying other people's expectations of how an experience will unfold



2

**STANDING
OUT**

**CREATE
GROWTH**

**In 21 years
there was a
5x increase
in data**



Bohn & Short, University of Southern California, 2012

How can we make things that stand out?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY



3

Winning
Talent

CREATE
GROWTH

CUSTOMER = **MONEY**

TEAM MEMBER = **LIFE**

Odds are you won't compete on pay!

So, let's articulate / emphasise...

The

PERKS

*beyond the norm
they'll get*

The

CULTURE

*they'll genuinely
feel*

The

STORY

*they'll be able
to tell*

4

Leadership in the Real World

**CREATE
GROWTH**

* Looking back, who was the best leader you've ever come across?

What was it that made them so great?

3 post its each
please

✦ What are the most important leadership traits when being a leader of a creative business?



COMUNICATION

INSPIRE

DIRECTION +
PURPOSE

COMPASSION

5

Overcoming Barriers and Tensions

**CREATE
GROWTH**

Integration

Overcoming

Hope



Our Journey Together

15 / 3



Day ONE

	Welcome / Intros	9.30
1	Creating Value	
	Break	
2	Standing Out	
	Lunch	12.45ish
3	Winning Talent	
4	Real World Leadership	
	Break	
5	Overcoming Barriers & Tensions	
	What's Next / Close	4.30ish

S **o** ...



"...and what happened next?"

In fours

10m

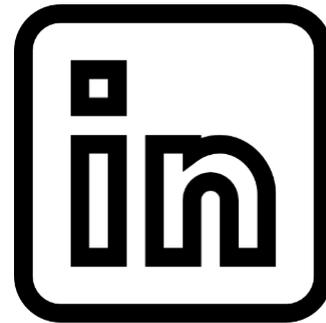
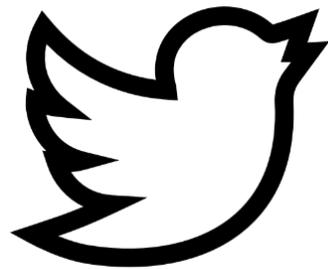
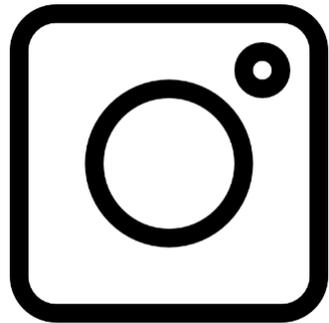
What stuck?

**What made its way into
the business?**

So let's get into it



#creategrowthmanc





Toilets / Fire Alarms



Photos / Video



**No
devices**

**Ask Q's as
we go**





Share & Learn

Be reassured... you will get a resource page with ALL the slides / handouts



Thanks for the feedback!



Day One Feedback

Thanks for taking two minutes to let us know how this went

Let's do this...



So what do you want for Day Two?

The money section...

Don't complicate it with money...

Long-term planning...

How to work better right now...

A strategy for each area that delivers...

More on proposition development...

Grow and scale sustainably...

Making business agile and adaptive...



Our Journey Together

29 / 3

Day TWO

Welcome / Intros

9.30

1 Optimising for funding

Break

2 Thinking ahead of the market

Lunch

3 Creating growth experiments

Break

4 Our Story and the Plan

What's Next / Close

4.30

But let's not forget...



**DEEP DIVE
CLINICS**

End May

AM

Sell more!
Using story to
connect & convert

3h

Fail faster!
Using rapid
experiments for
growth

3h

PM

Get paid!
Pricing &
Negotiation

3h

Raise better!
Optimising for
investment

3h

**All ok to
get going**



1

Optimising for **FUNDING**

**CREATE
GROWTH**

If we want to



If we want to

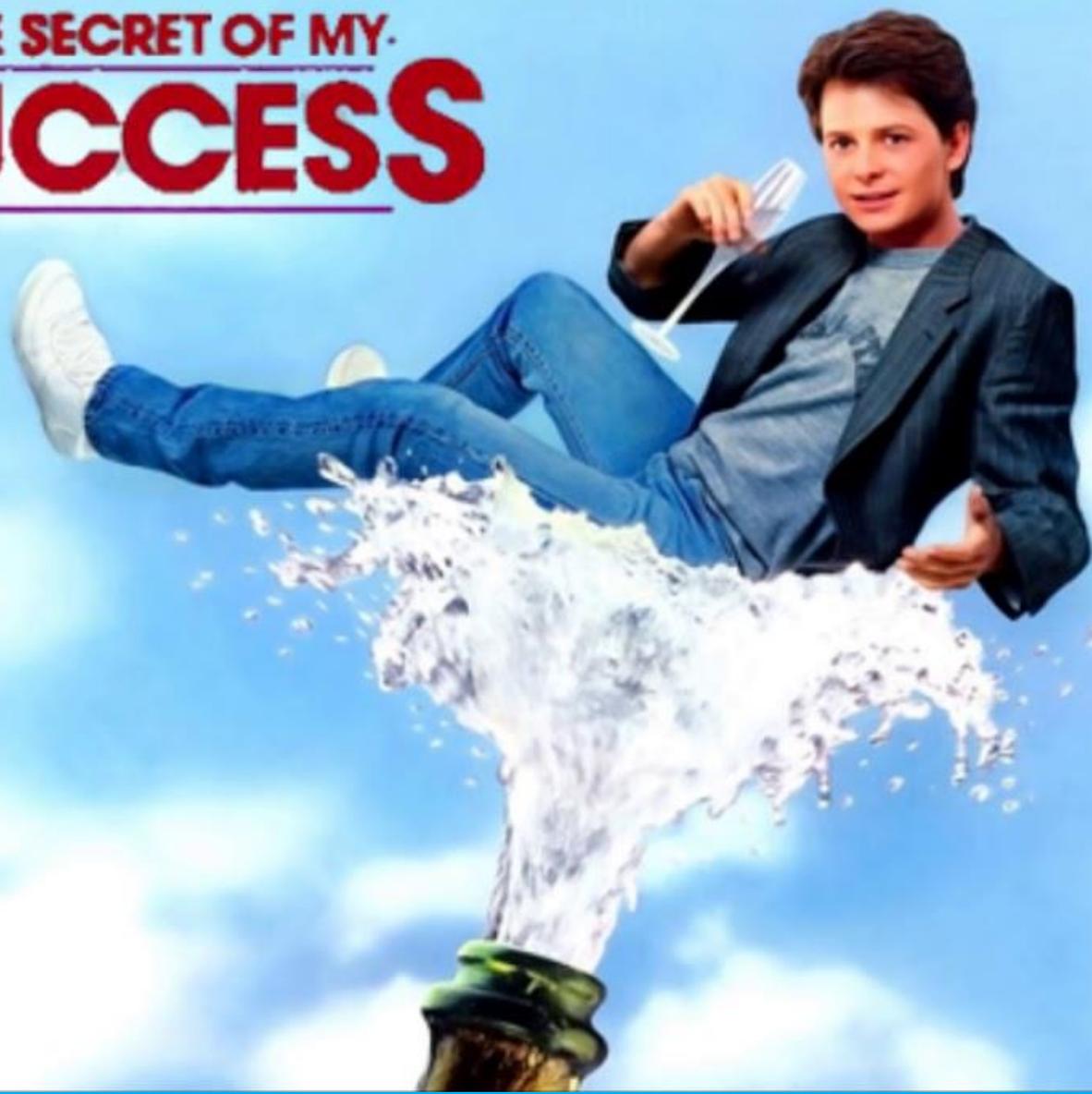
...Grow

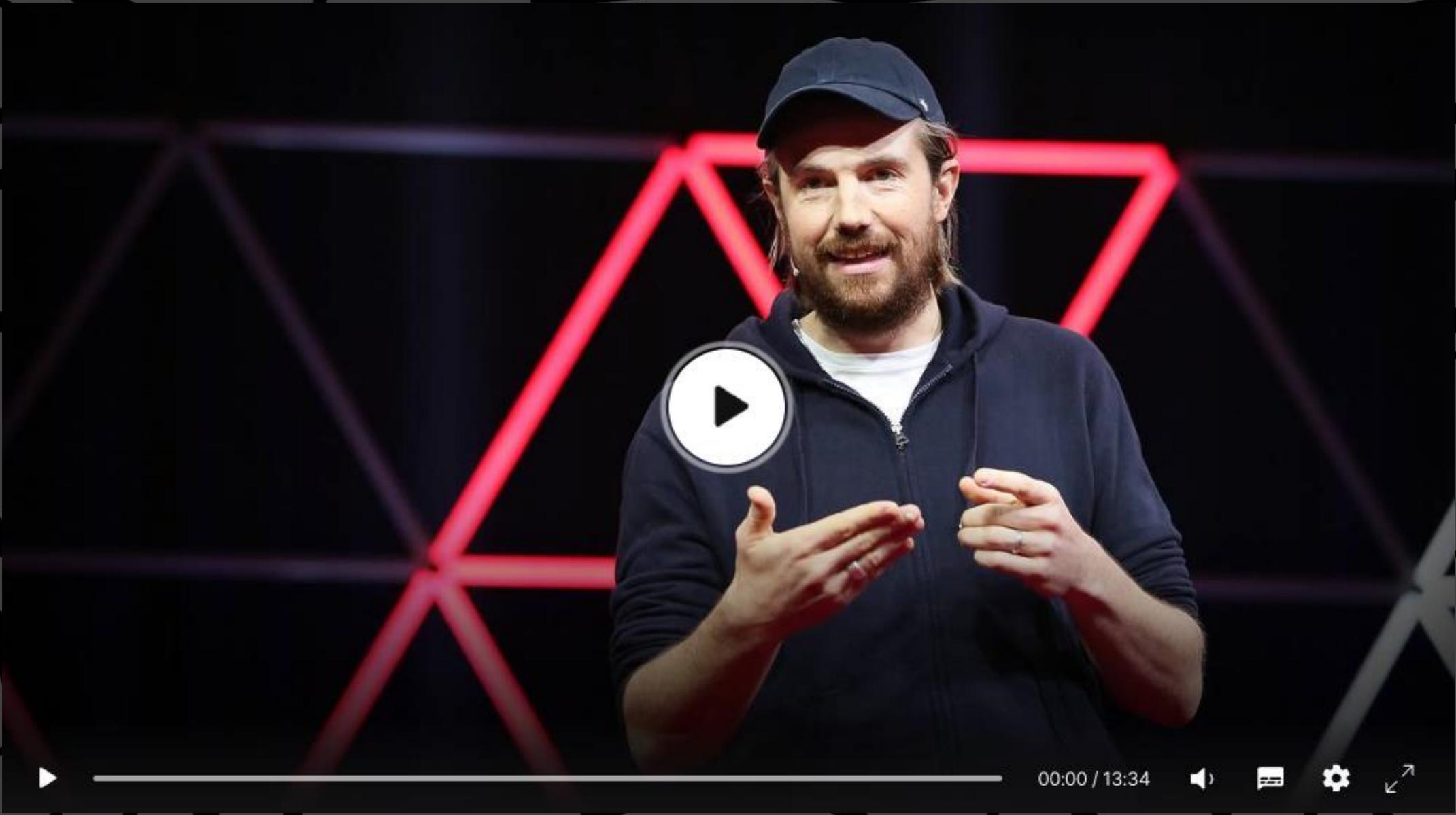
...Pursue opportunities

...Diversify and offer more

**We often need
to consider what
or who else
can help us**

THE SECRET OF MY
SUCCESS

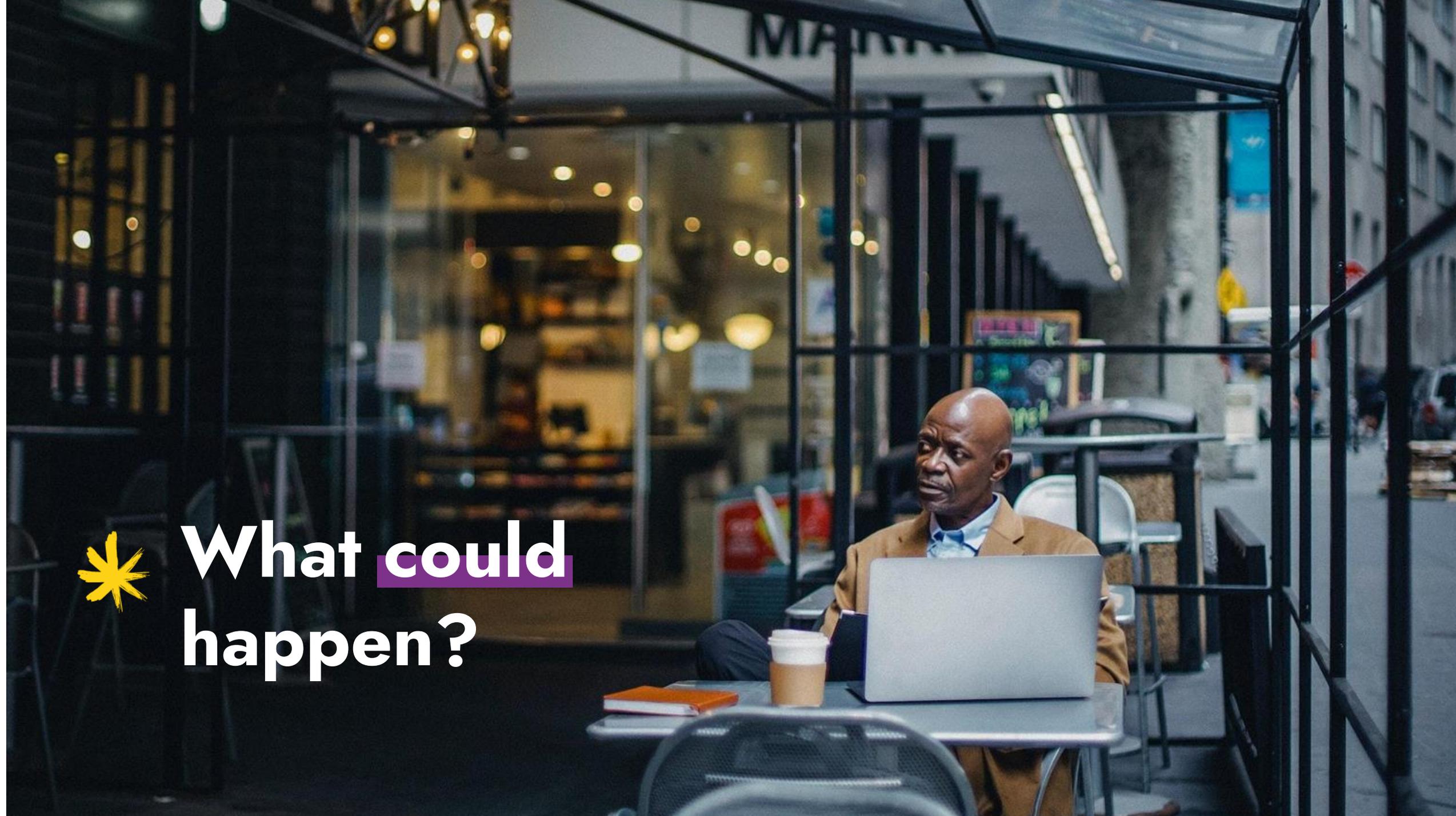




00:00 / 13:34





A man in a brown jacket is sitting at a table in a cafe, working on a laptop. There is a coffee cup and a notebook on the table. The cafe has large windows and a sign that says "MARKET".

 **What could happen?**

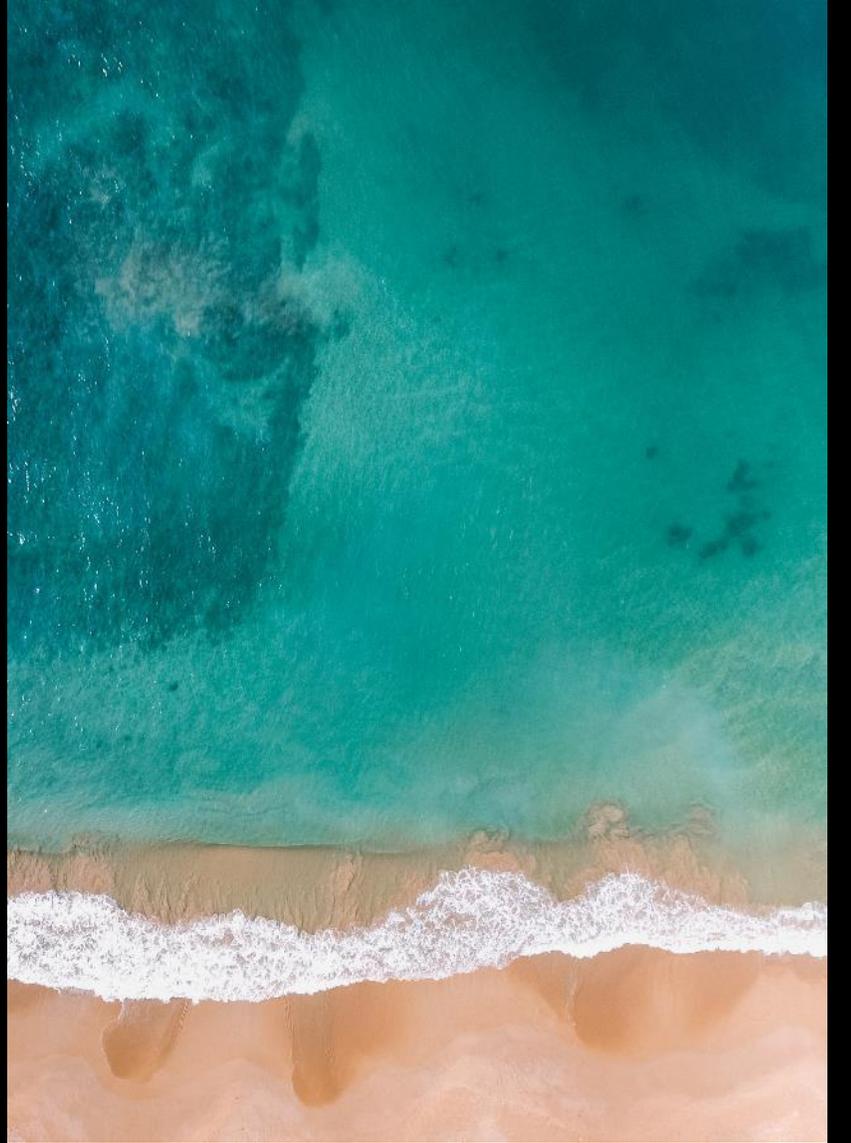


**Want to
hear some
business
best-practice?**



**What could
funding
help us
achieve?**





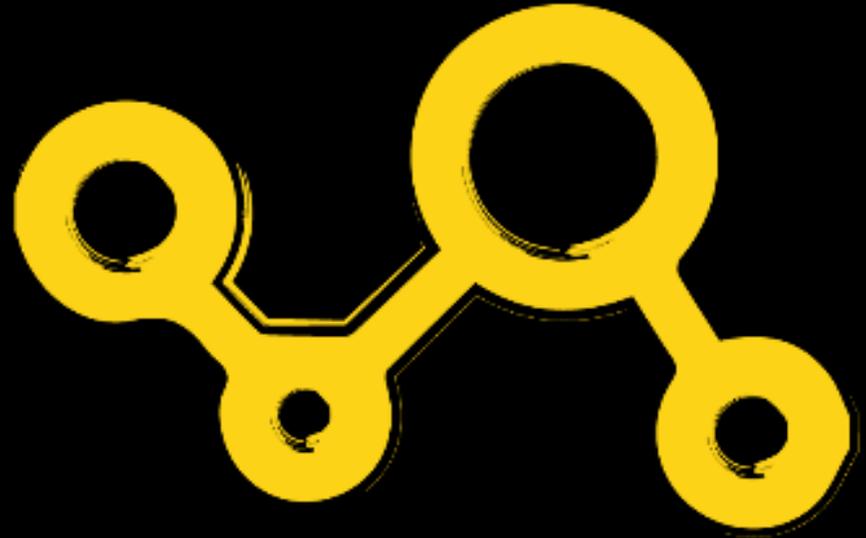
S **o** ...

In Threes...

8m

**Where do you want
your company to be
in 2 years?**

**What's needed
to get us there?**



S **o** ...

In Threes...

8m

**What do you need
to reach this goal?**

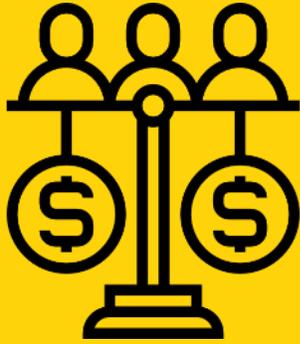


*** Funding is
no walk in
the park**

Things to consider when getting house in order

- # Understanding customer channels & analytics
- # Cost of acquisition versus lifetime value
- # Effort versus sales volumes
- # Cost versus selling price & margins
- # Day rate charged versus actual delivery
- # Lower costs & increase margins
- # Cost versus benefit of outsourcing
- # Ability to automate
- # Value gained from customers
- # Understanding revenue & cash forecast

Types of funding



Equity

Angels, Venture Capitalist, SEIS & EIS, Crowdfunding, Friends & Family



Debt

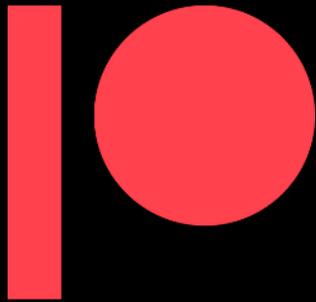
Bank Loans, Credit, Business Loans, Directors Loans



Grants

Local Government, Innovate UK, Creative England

Also consider...



Patreon



Fundrazr



Kickstarter



Think through the risk



What investors want to understand

- # What money will help achieve
- # Who your customers are & market size
- # Competitors & point of difference
- # Roadmap for growth
- # Amount required & what for
- # Traction / sales to date
- # Team's experience, mentors & advisors
- # Key metrics such as customer acquisition costs
- # Why invest now?

Takeaways

Growth can be accelerated through **funding**

There are many different routes and the risks need **judging**

Awareness is good business practice





2

Thinking ahead of
THE MARKET

**CREATE
GROWTH**

If we want to

If we want to

**... remain relevant in /
even beat the market**

**... get feedback quickly,
cheaply and effectively**

**... implement our
ideas at pace**

**Then we need practical
tools for thinking and
innovating in the real world**



*** There is no innovation and creativity without failure. Period.**

“The word failure is imperfect.

Once we begin to transform it, it ceases to be that any longer.

The term is always slipping off the edges of our vision, not simply because it is hard to see without wincing, but because once we are ready to talk about it, we often call in something else - a learning experience, a trial, a reinvention - no longer the static concept of failure”

Dr. Sarah Lewis, Author of 'The Rise'



S **o** ...

In Threes

3m

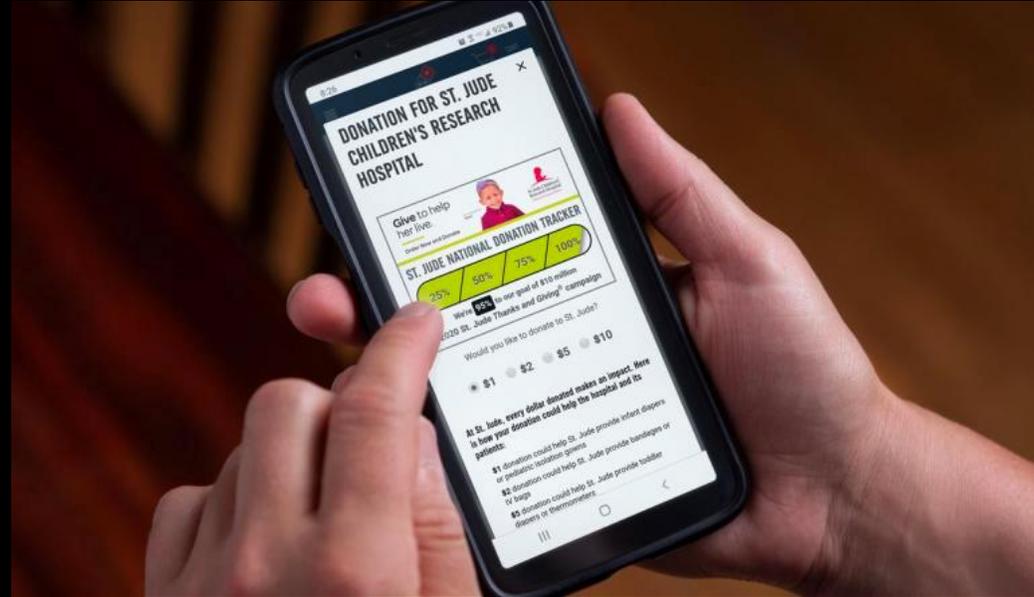
**What's one thing you've learned
from failure?**



St. Jude Children's
Research Hospital



What do they do that's so cool?

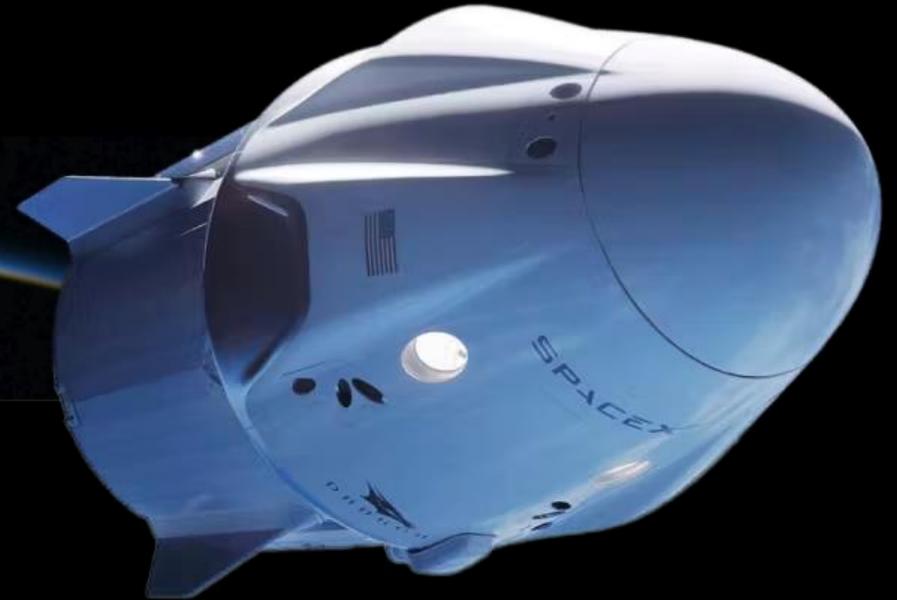




Support St. Jude Children's Research Hospital

THANKS FOR YOUR SUPPORT AS WE WORK TO MAKE A
BRIGHTER FUTURE FOR CHILDREN EVERYWHERE.

[LEARN MORE ABOUT ST. JUDE AND INSPIRATION4](#)







Inspiration4  · Sep 19, 2021

@inspiration4x · [Follow](#)

Happy. Healthy. Home.



Welcome back to Earth, @ArceneauxHayley,
@rookisaacman, @DrSianProctor, and @ChrisSembroski!

#Inspiration4's mission doesn't end here — help us reach
our \$200 million fundraising goal for @StJude!
inspiration4.com/donate



Elon Musk 

@elonmusk · [Follow](#)

Count me in for \$50M

3:15 AM · Sep 19, 2021



71.3K



Reply



Copy link

[Read 2.6K replies](#)

The WTF Award!



Soo...

**Start with
a theory**



All experiments start with a
theory or **hypothesis** you
want to test



Assumption

X is true

Hypothesis

so

**If we do Y then we
should see Z**



We all make assumptions... but what are the ones you are building your business on the back of?

- # I believe that my customers have a need to...
- # My customers' needs can be solved with...
- # My current customers are...
- # My future customers will be...
- # The most important value a customer gets from my service is...
- # I will acquire the majority of new customers through...
- # Our competitive advantage is...
- # My main competitor is...
- # We will beat our competitors by...
- # The biggest risk with my product or service is...

... any other assumptions?

For example...

Assumption

**We get most of our work from
Creative Directors in NW based
agencies**

Hypothesis

**If we can blast building relationships
in Yorkshire / Derbyshire then we
should expand our footprint and
lower our risk**



Assumption

Our content is too thinly spread, too generic and not driving leads

Hypothesis

If we focus in on reaching only one persona through just one channel then we should see an uptick in the pipeline



Assumption

**My clients won't pay more than
5 grand a month for a retainer**

Hypothesis

**If we look at another kind of
customer with a slightly different
offer then we could price higher
/ charge more**



S **o** ...

Assumptions: Test & Learn



5m

Assumptions are the things we believe to be true...

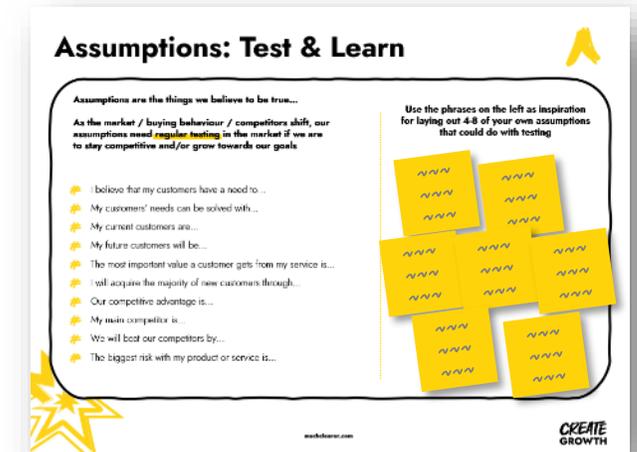
As the market / buying behaviour / competitors shift, our assumptions need **regular testing** in the market if we are to stay competitive and/or grow towards our goals

Use the phrases on the left as inspiration for laying out 4-8 of your own assumptions that could do with testing

- # I believe that my customers have a need to...
- # My customers' needs can be solved with...
- # My current customers are...
- # My future customers will be...
- # The most important value a customer gets from my service is...
- # I will acquire the majority of new customers through...
- # Our competitive advantage is...
- # My main competitor is...
- # We will beat our competitors by...
- # The biggest risk with my product or service is...

Share your assumptions

Iterate / Refine if needed





Important



**Have
Evidence**



**No
Evidence**

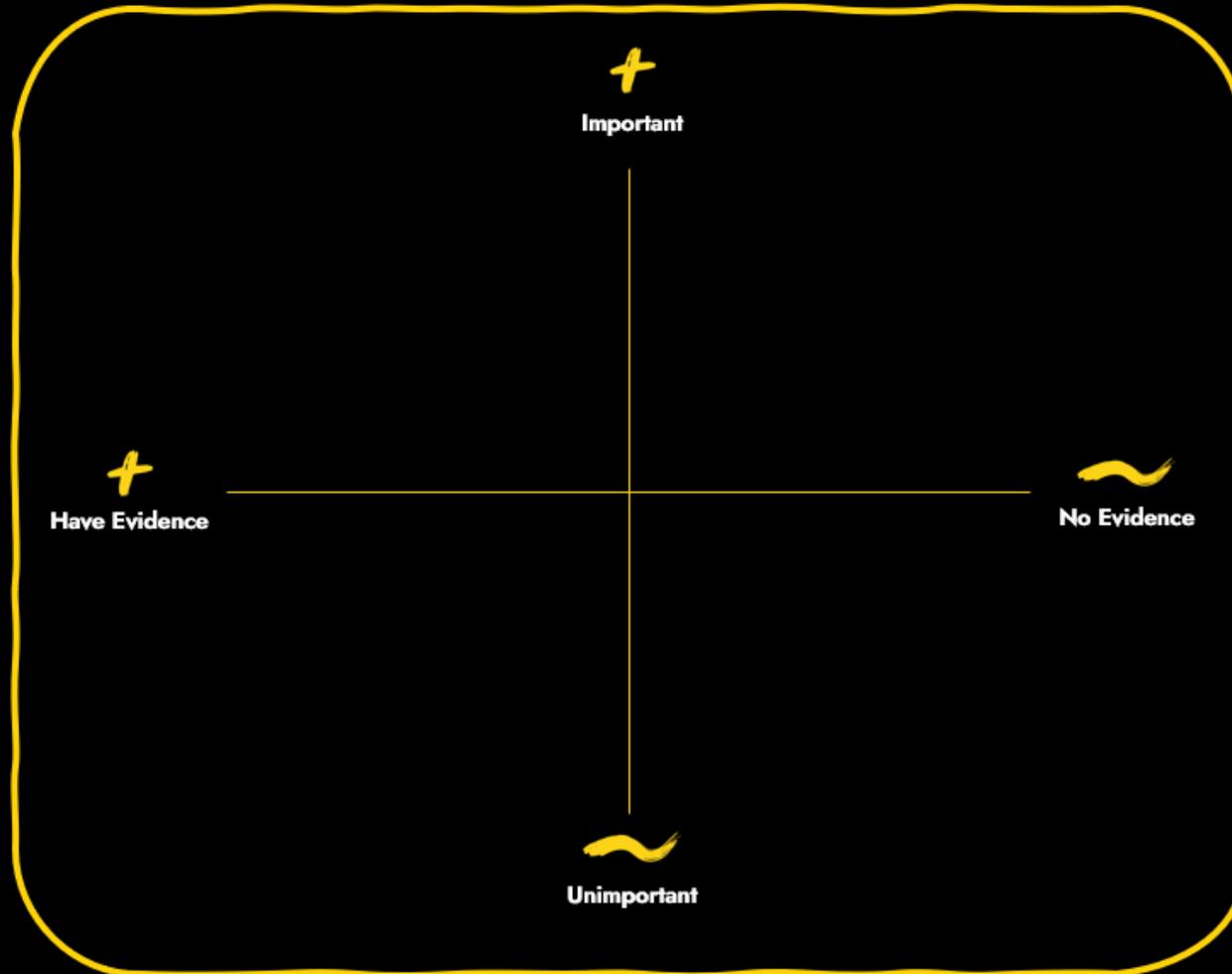
Unimportant



What's critical to learn?



- 1** Document 4-8 key assumptions about your business that underpin how you want to grow
- 2** Take one assumption and ask "how important to our business is it that this is true?"
- 3** Then ask "How much real evidence do I have to prove this is true?"
- 4** Then take the next assumption and place it RELATIVE to the first (i.e. is it more or less important? Do I have more or less evidence?)
- 5** Assumptions towards the top right (highly important with little evidence) are the primary candidates for experiments



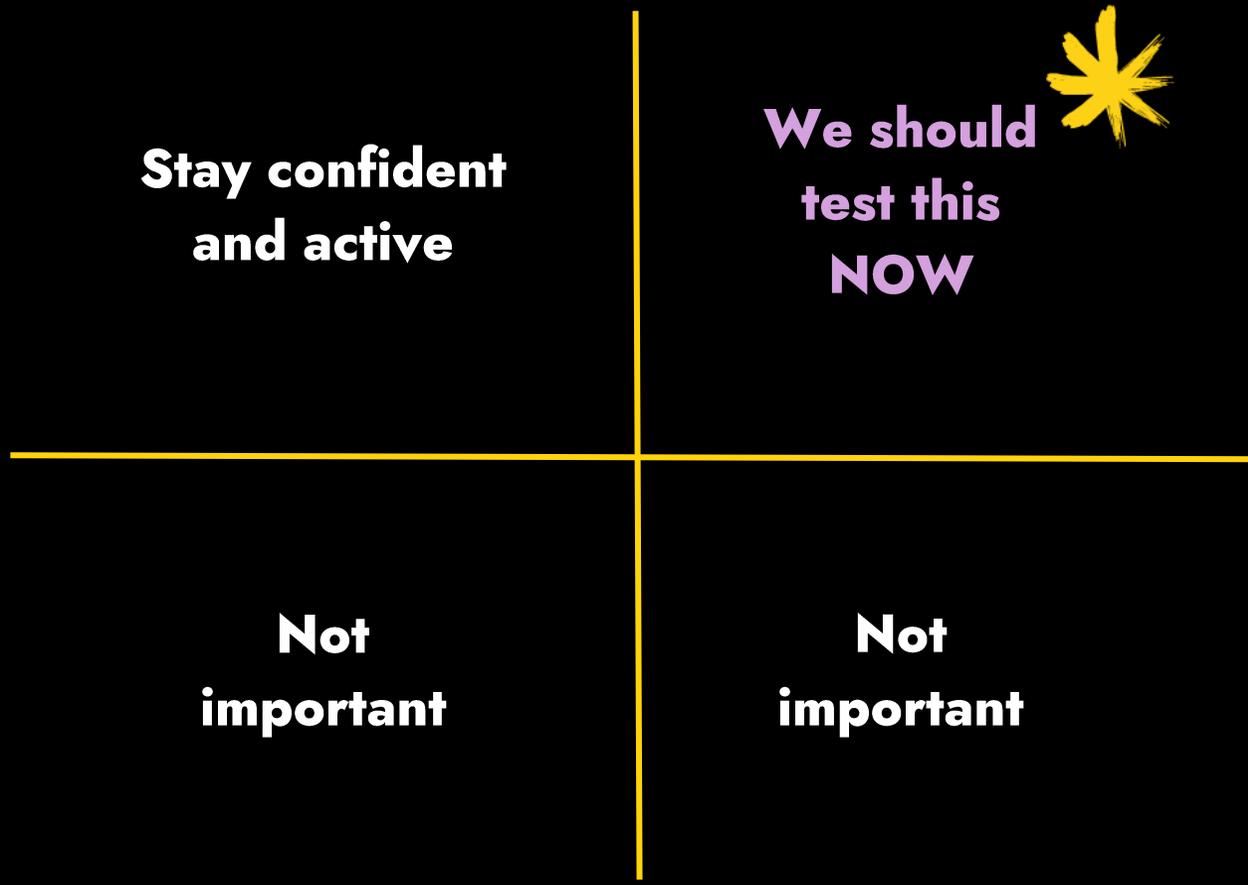
What's critical to learn?



5m

- 1 Document 4-8 key assumptions about your business that underpin how you want to grow
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- 5 Assumptions towards the top right (highly important with little evidence) are the primary candidates for experiments





**Stay confident
and active**

**We should
test this
NOW**



**Not
important**

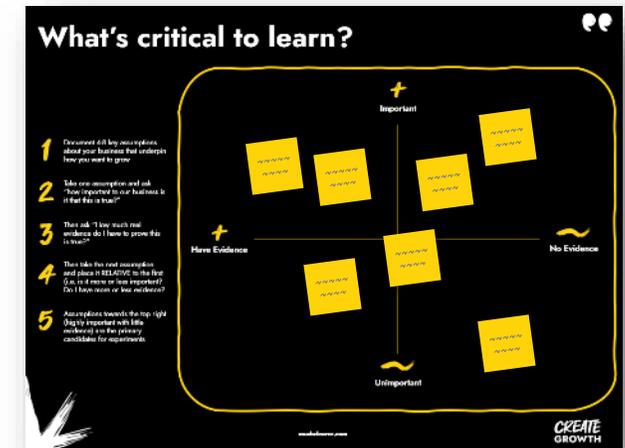
**Not
important**

In Threes

10m

Share your prioritisation

Iterate / Refine if needed



The Big Takeaways

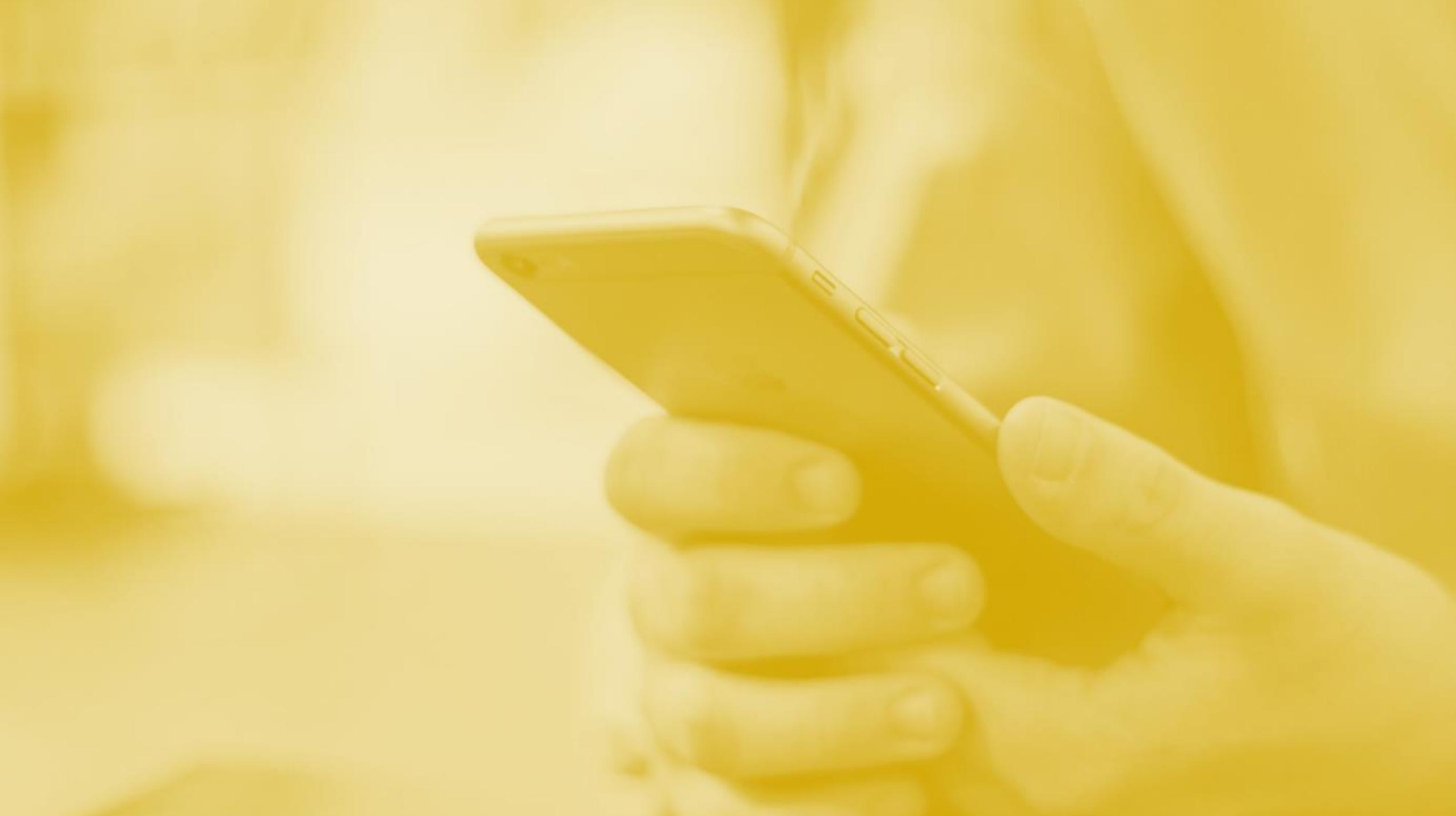
There is NO innovation without failure

Failure = learning & reinvention

Experimentation is the key to failing fast, and learning faster



LUNCH



MILLIONAIRE





A

little

SPARK

What's critical to learn?



- 1 Document 4-8 key assumptions about your business that underpin how you want to grow
- 2 Take one assumption and ask "how important to our business is it that this is true?"
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- 5 Assumptions towards the top right (highly important with little evidence) are the primary candidates for experiments



muckclearer.com

CREATE
GROWTH



CREATING & RUNNING REAL WORLD TESTS

“Don’t get f*cked again”

Soo...



~~DON'T KNOW~~

FIND OUT

~~PROBLEM~~
OPPORTUNITY

GROWTH MINDSET

~~CRITICISM~~

FEEDBACK

~~JEALOUSY~~
ADMIRATION



THANKS FOR THE FEEDBACK

MUCH LARGER

THE SCIENCE AND ART OF
RECEIVING FEEDBACK WELL

bold

ADD SOME COLOR

EVEN WHEN IT IS
OFF BASE, UNFAIR,
POORLY DELIVERED,
AND, FRANKLY, YOU'RE
NOT IN THE MOOD

NAMES WAY BIGGER

Douglas Stone & Sheila Heen

SWITCH?
DS says no

of the Harvard Negotiation Project
co-authors of DIFFICULT CONVERSATIONS

rtolix

co-authors of DIFFICULT CONVERSATIONS

14000

**Me and my
mate Sheila !!**



3

Part One

Creating Growth Experiments

**CREATE
GROWTH**

If we want to

If we want to

**... remain relevant in /
even beat the market**

**... get feedback quickly,
cheaply and effectively**

**... implement our
ideas at pace**

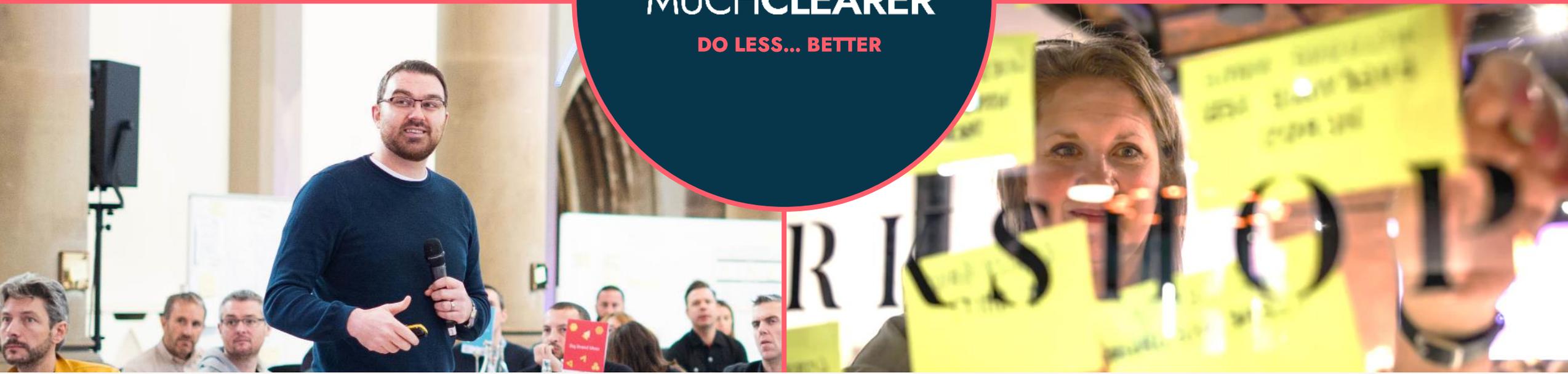
**Then we need practical
tools for thinking and
innovating in the real world**

Growth Experiments





MUCHCLEARER
DO LESS... BETTER



**We've all fallen in love
with experiments**



Whatever strategy
you pursue... it's most
likely to end up
'wrong'

FINANCIAL TIMES

HOME WORLD UK COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

Opinion **The Top Line**

CEOs forced to ditch decades of forecasting habits

Privately owned Ikea has shed the traditional budget to focus on 'scenario planning'

ANNE-SYLVAINE CHASSANY [+ Add to myFT](#)



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An Ikea store reopens after the pandemic in Stockholm in June 2022 © Anna Ringstrom/Reuters

Anne-Sylvaine Chassany FEBRUARY 16 2023

17 

San Francisco, 2018



GV

AJ&Smart



GROWTH SPRINT



10 cycles

**120+ companies
across sectors**

**5 focused on
domestic growth**

**5 focused on
int'l Growth**

Lots of copycat!

260+ people

4.5 out of 5



“Forced us to speak about the things we didn’t have clarity on... and helped us start fixing those issues in the room”

Mercarto

“I wish I’d brought the whole team. We’re doing a full debrief on this as soon as we get back!”

Membr

“We’re leaving with actions that we can get started on immediately. Actions on topics that have become much clearer.”

Reach and Rescue



**Lots of businesses have
fallen in love with
experiments**



What is an experiment?

**A 4-6 week blast of
exploration to test a theory
and drive real learning
from your market**



What do they look like?



24 Experiment Types

What do they look like?

1. **Split Testing**
2. **MOM-Test Customer Interviews**
3. **Prototype / Mafia Offer**
4. **Fake Door Trial**
5. **Secondary Source Research**
6. **Traffic / Social Media Campaign**
7. **Competitor Usability**
8. **UX personalisation**
9. **Partner & Supplier interviews**
10. **Expert interviews**
11. **A day in the life**
12. **Discovery survey**
13. **Discussion forums**
14. **Feature Stub**
15. **Email campaign**
16. **Pop Up Store**
17. **Storyboard / Brochure**
18. **Explainer video**
19. **Clickable prototype**
20. **Single feature MVP**
21. **Process change**
22. **Simple landing page**
23. **Concierge Trial**
24. **Wizard of Oz**

SOCIAL MEDIA AGENCY

✦ Email campaign

✦ Explainer Video

Assumption / Hypothesis

Webinars are working, but not well attended enough.

If we segment our mailing list to three personas and target content at them with a super easy ask / micro-commitment then we should see an uplift in reg's

Experiment name

Compelling content to capture

Length

6 weeks

Action Steps

1. Break our list (c.300) into A. FANS recurring buyers, B. WARM LEADS (<6m), and C. COLD CONTACTS (<12m)
2. Create specific 45 sec explainer video & CTA for each group
3. Mail out and monitor click throughs / signups

Learning / Success Measure

20-50% uplift in registrations
(average 20 per campaign)

FILM MAKERS

✦ Mom Test Customer Interview

✦ Prototype / Brochure

✦ Split Test

Assumption / Hypothesis

A fixed price structure won't work for our market

If we mock up a brochure for the kind of film we make repeatedly, fix two versions of the price and split test it with 7 previous clients we'll learn whether there is mileage in trying

Experiment name

Break the script

Length

4 weeks

Action Steps

1. Productise uni recruitment films
2. Two versions - a 6.5k (essential) and a 12k (extra value)
3. Build a question list (draw on Mom test!)
4. Schedule 'research calls' with 10 previous clients (aim to complete 7 interviews)

Learning / Success Measure

We complete 7, pool the feedback and create 1 offer to take out aggressively

Soo...

**Imagine your
mate's business
has asked for help**



BRIEF

EXPERIMENT TYPES

TEMPLATE

Client Scenario 1

The Context:
 An animation studio owned and run by the Creative Director who loves their craft and takes huge pride in the quality of the work
 6 years old (the business not the Creative Director 😊)
 8 people
 No real change or growth over the last 2-3 years - never been quiet, never made a loss, but never really made decent money - and it's been hard work
 90% of the work comes from contacts and referrals
 The owner wants to do other things in 3-4 years time and therefore wants to start to make some money

Top Three Assumptions / Hypotheses

- 1 Our primary customer base is Creative Directors of other agencies / production companies who need a specialist animation studio. If we get in front of more these guys/girls we will broaden our client base.
- 2 Our cost controls / margin protection is weak. If we firm up our processes around both pricing and managing scope creep then we should see more on the bottom line.
- 3 Our client development is non-existent / reactive at best. If we put some time and effort behind proactively approaching clients then we should see more briefs coming our way.

- 1 Pick which assumption you think is the best candidate for a first growth experiment
- 2 Draft a recommended experiment for them by using the handouts
- 3 Prepare to present back your work for 3 mins

CREATE GROWTH

Growth Experiments

1. **Split Testing**
Creating two versions of something and comparing how they perform
2. **MOM-Test Customer Interviews**
Doing customer interviews focusing on revealed behavior NOT opinions
3. **Prototype / Mafia Offer**
Making a customer a "no brainer" offer to get the first version of something live
4. **Fake Door Trial**
Driving traffic to a fake branded website to test how users interact with the offer
5. **Secondary Source Research**
Doing Research from industry reports / opinion pieces / statistics etc
6. **Traffic / Social Media Campaign**
Running a pay-per-click (PPC) and/or social media campaign
7. **Competitor Usability**
Interacting with competitors offerings with the lens of a prospective customer
8. **UX personalisation**
Tailoring features of how a customer interacts with us to that particular customer type
9. **Partner & Supplier interviews**
Interviewing people in our ecosystem to understand pain points and solutions needed
10. **Expert interviews**
Interviewing industry experts to gather data / test prototypes of an offer
11. **A day in the life**
Shadowing a customer / stakeholder to understand their problems and/or behaviours
12. **Discovery survey**
Running a survey to gather data from existing or prospective customers
13. **Discussion forums**
Engaging on discussion forums where prospective buyers share intel about what they want
14. **Feature Stub**
Advertise the features of your product / service you're investigating BEFORE building the feature itself
15. **Email campaign**
Running a focused email campaign with a specific list
16. **Pop Up Store**
Opening a temporary physical store / stand to test products and/or do research with customers
17. **Storyboard / Brochure**
Mocking up a storyboard and / or brochure for a new idea or offer
18. **Explainer video**
Creating a short video that demystifies something customers find complex
19. **Clickable prototype**
Developing a low-fidelity / draft version of a website that users can "click through"
20. **Single feature MVP**
Starting a product journey based around the single most important feature
21. **Process change**
Making incremental changes to an (often internal) process to test its impact
22. **Simple landing page**
Testing an offer with a single web-page written like a sales letter
23. **Concierge Trial**
Testing the desirability of a product by offering it out as the concierge or a completely manual version first
24. **Wizard Of Oz**
Offering an early version of a digital product, where the work is done by humans behind the scenes

CREATE GROWTH

Assumption / Hypothesis
 What's the theory we're wanting to test? *We believe XX*
 If we do YY then hopefully ZZ will be the result.

Experiment name

Specific Action Steps
 Bullet points and what, who and when

Length
 3-6 weeks

Learning / Success Measure
 How will we know the experiment is complete?
 What are we looking for as an indicator it's gone well?

In threes

30m

- 1 Pick which assumption you think is the best candidate for a first growth experiment**
 - 2 Draft a recommended experiment for them by using the handouts**
 - 3 Prepare to present back your work for 3 mins**
-

Which assumption did you go with and why?

What's the experiment you're recommending?







4

Part Two

Creating Growth Experiments

CREATE
GROWTH



GROWTH SPRINT



10 cycles

**120+ companies
across sectors**

**5 focused on
domestic growth**

**5 focused on
int'l Growth**

Lots of copycat!

We're coding / analysing 216 Growth Experiments shaped by companies in Manchester, Lincoln and London over the last three years

ID	Area	Area of Dev	Business Area	Kind of IDE	Project description	Business Stage	Business Objectives	Experiment length	Experiment results (percentage of success)	Experiment Quality	Type of Growth Experiment
Exp-01	E-commerce	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-02	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-03	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-04	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-05	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-06	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-07	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-08	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-09	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-10	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-11	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-12	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-13	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-14	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-15	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-16	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-17	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-18	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-19	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium
Exp-20	Marketing	UX	Travel and Hospitality	ABO	... (text)	Medium

OPTIMISATION / EXPERIMENT

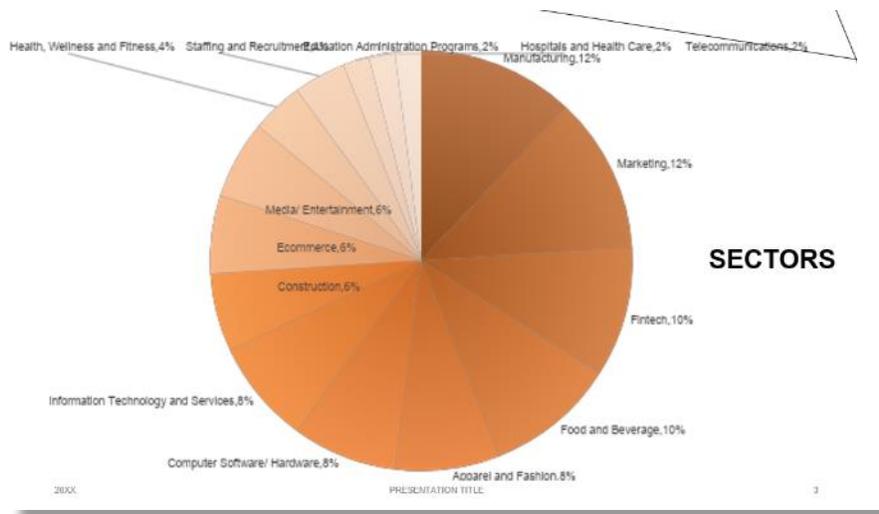
Out of 216 growth ideas 74 were optimisations & 138 were experiments. 4 were not defined enough to fit into either.

Here is how they spread across quality

	HIGH	MED-HIGH	MED	LOW-MED	LOW
📊	2	17			
📈	25	51			
😞	-	-			

Types / Methods of Market Facing Experiments

	Method	Explanation	#
1	★ PROTOTYPE / MAFIA OFFER	A sample trial to validate idea	13
2	SOLUTION TRIAL	To solve a certain problem / address an issue	12
3	TRAFFIC CAMPAIGN	PPC or other web traffic campaign	3
4	★ FAKE / PAINTED DOOR TEST	Real world test of a new feature to ascertain conversion metrics	3
5	★ LANDING PAGE	Web page for call to action/ conversion	4
6	★ SPLIT-TEST	A/B test. Compare two versions of a solution	6
7	COMPETITOR USABILITY	Data collection and analysis of competitors	9
8	★ CUSTOMER INTERVIEW	Getting feedback from customers	20
9	UX LOCALISATION	Localising a product/service to a specific region. E.g. language	3
10	PRIMARY RESEARCH	Gathering new data	16
11	BUILD RELATIONSHIPS	Making or using contacts in their industry	22
12	MARKETING	Advertising or using marketing methods not described in adjacent table	28



Growth Experiment Examples

What if we...

2020
Proposed the data solution
to client A, 100% successful
and 18m on

Tested a new data offer with client A

18m on, 50% of biz

2020
Cleared the diary to farm existing relationships
and 4 new briefs

Cleared the diary to farm existing relationships

4 new briefs in 8 weeks

2020
Split tested campaigns on TikTok
and 100% successful

Split tested campaigns on TikTok

Whole new rev stream

2020
Trialled a fixed price "Brand Lab"
and 100% successful

Trialled a fixed price "Brand Lab"

Now the bulk of their work

Soo...

24 Experiment Types

What do they look like?

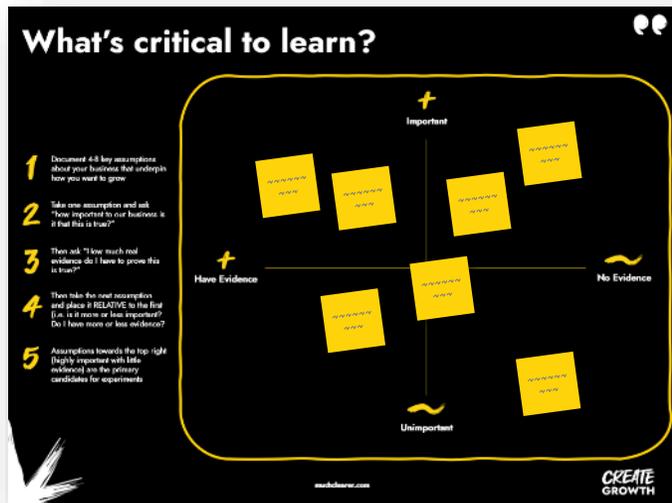
1. **Split Testing**
2. **MOM-Test Customer Interviews**
3. **Prototype / Mafia Offer**
4. **Fake Door Trial**
5. **Secondary Source Research**
6. **Traffic / Social Media Campaign**
7. **Competitor Usability**
8. **UX personalisation**
9. **Partner & Supplier interviews**
10. **Expert interviews**
11. **A day in the life**
12. **Discovery survey**
13. **Discussion forums**
14. **Feature Stub**
15. **Email campaign**
16. **Pop Up Store**
17. **Storyboard / Brochure**
18. **Explainer video**
19. **Clickable prototype**
20. **Single feature MVP**
21. **Process change**
22. **Simple landing page**
23. **Concierge Trial**
24. **Wizard of Oz**



1. Take ONE assumption from earlier (or write a new one!)

2. Build out a potential experiment you could run in 6wks or less

ASSUMPTIONS



EXPERIMENT TYPES



TEMPLATE



The Big Takeaways

Whatever strategy you've got
will end up **"wrong"**

Its about falling in love with **experiments**

What can you **TEST** in **6 weeks?**

4

Our Story and Plan

**CREATE
GROWTH**

REMEMBER THIS?

"...and what happened next?"
**Imagine the period 6-12m from now
is your next chapter...**

**What would you love some of your
"...and what happened next?"'s to be?**

...AND THIS??

Break the
SCRIPT



...AND THIS??

Integration

Overcoming

Hope



...AND THESE??

In Threes...

8m

Where do you want your company to be in 2 years?



✦ There is no innovation and creativity without failure. **Period.**

What's critical to learn?

- 1 Document all key assumptions about your business that underpin how you need to grow
- 2 Take one assumption and ask "how important is our business if that this is true?"
- 3 Then ask "How much real evidence do I have to prove this is true?"
- 4 Then take the next assumption and place it RELATIVE to the first (i.e. is it more or less important? Do I have more or less evidence?)
- 5 Assumptions towards the top right (highly important with little evidence) are the primary candidates for experiments

The diagram is a 2x2 matrix with 'Important' at the top and 'Unimportant' at the bottom. The left side is labeled 'Have Evidence' and the right side is labeled 'No Evidence'. There are four yellow boxes in the quadrants, each containing a business assumption. The top-right box (high importance, no evidence) is the largest and most prominent, indicating it is the primary candidate for experiments. The bottom-right box (unimportant, no evidence) is the smallest. The top-left and bottom-left boxes are of medium size. The 'CREATE GROWTH' logo is in the bottom right corner.

5m

It's about falling in love with **experiments**



**Let's integrate it
all into your
story...**

Individually

20m

It's 18 months in the future...
What's the story being told?

Website / Publication	&	
Headline		
The tensions we had to overcome / risks we had to take		★
		The things we tried and tested / broke the script on
Some big changes we made / things we achieved	“	”
	~	The person's name & role
	!	# # #
	And the thing I'm most proud of personally was...	



So...

to get started towards that the critical things for me / us to do in the next 1-2 months are...

US *As a business / organizationally*

And the biggest help we'll need will be...

ME *Personally / professionally*

And the biggest help I'll need will be...



Recap & Wrap

**CREATE
GROWTH**

Be reassured... you will get a resource page with ALL the slides / handouts



DOCUMENTS

Day One Slides

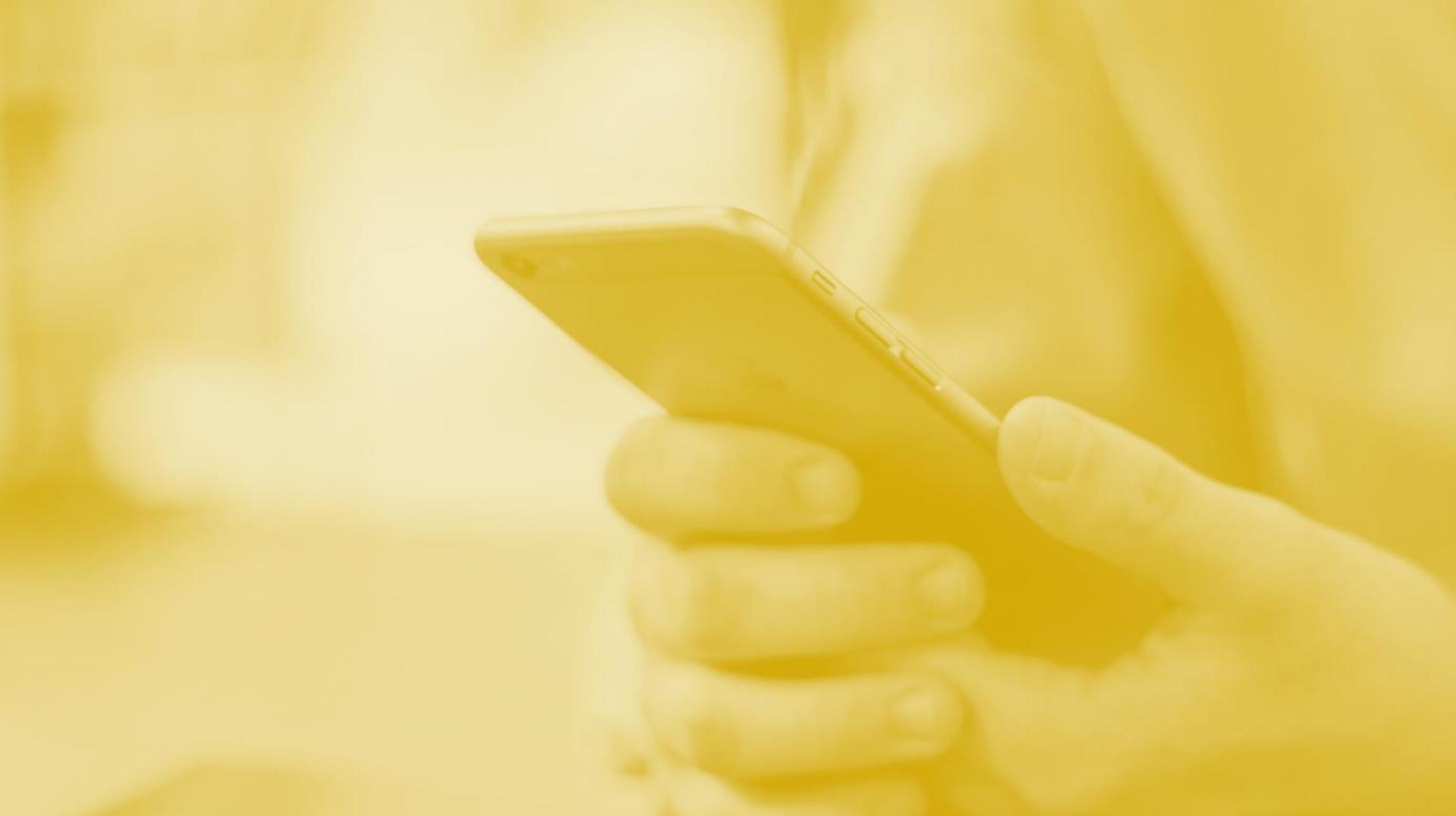


Day One Handouts



LINKS





Our goals for the 'course'

**Giving everyone the 'luxury'
of time to reflect & connect**



**Offer some frames, methods and
big ideas for thinking afresh**



**Build some confidence and hope
around what's next for you**



Our Journey Together

15 / 3



Day ONE

	Welcome / Intros	9.30
1	Creating Value	
	Break	
2	Standing Out	
	Lunch	
3	Winning Talent	
4	Real World Leadership	
	Break	
5	Overcoming Barriers & Tensions	
	What's Next / Close	4.30

Our Journey Together

29 / 3

}

Day TWO

	Welcome / Intros	9.30
1	Optimising for funding	
	Break	
2	Thinking ahead of the market	
	Lunch	
3	Creating growth experiments	
	Break	
4	Our Story and the Plan	
	What's Next / Close	4.30

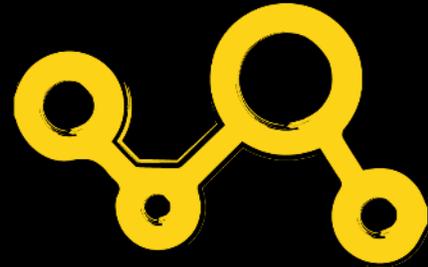
Here's what's next



Our Journey Together



**Two-days Core
Training**



**Access to Meetups, Clinics &
Coaching sessions 'til 2025**

*Choose your own
adventure!*



**Online
Resources**

2023 / 24 Timetable

*Choose your own
adventure!*

	23	24
Two-days Core Training	{ }	{ }
Masterclasses, Meetups & Clinics		
Online Resources	 	   

Our Journey Together



25/4

**Intellectual
Property for
Creative Biz**

End May

AM

Sell more!
Using story to
connect & convert

3h

Fail faster!
Using rapid
experiments for
growth

3h

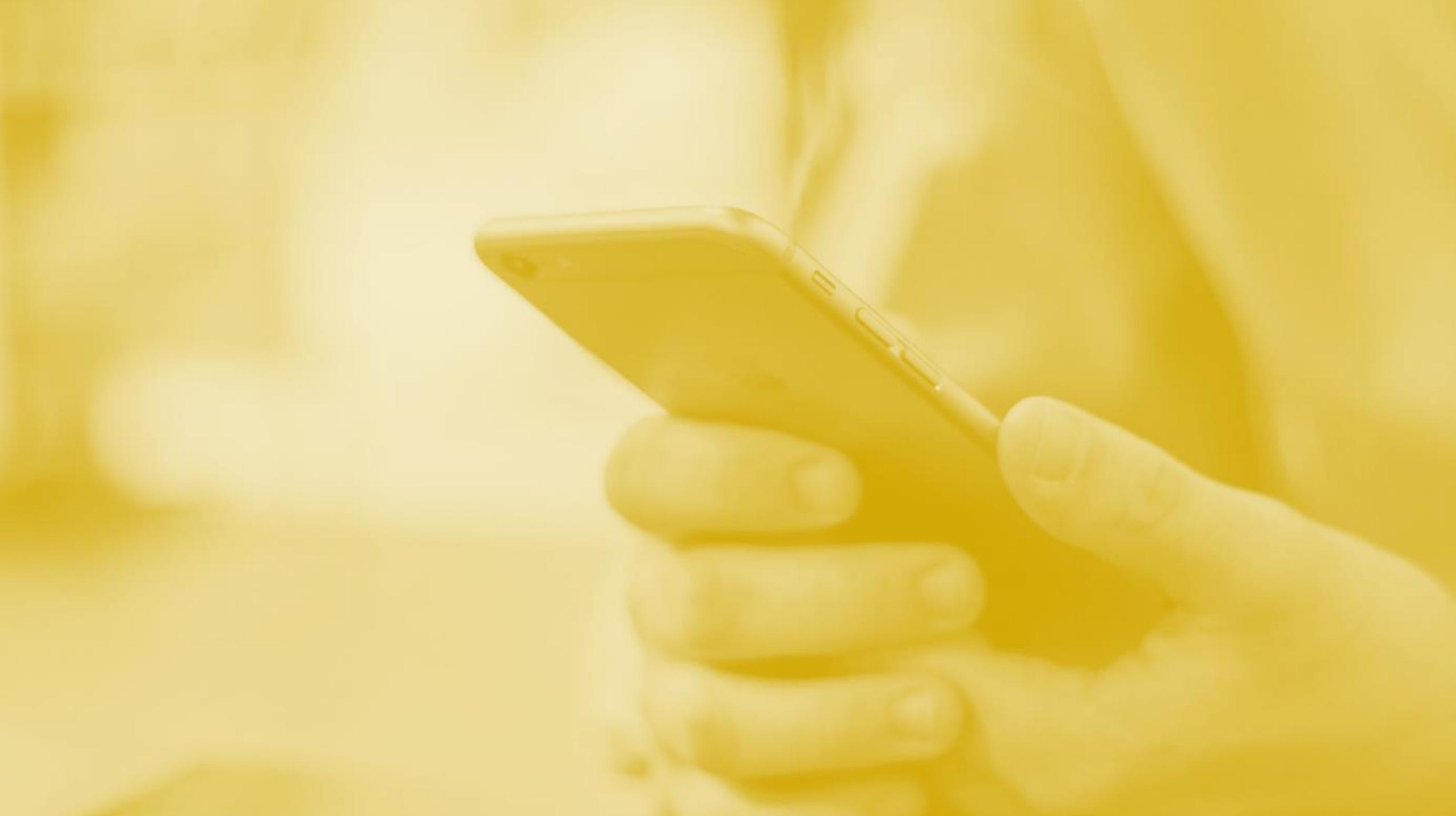
PM

Get paid!
Pricing &
Negotiation

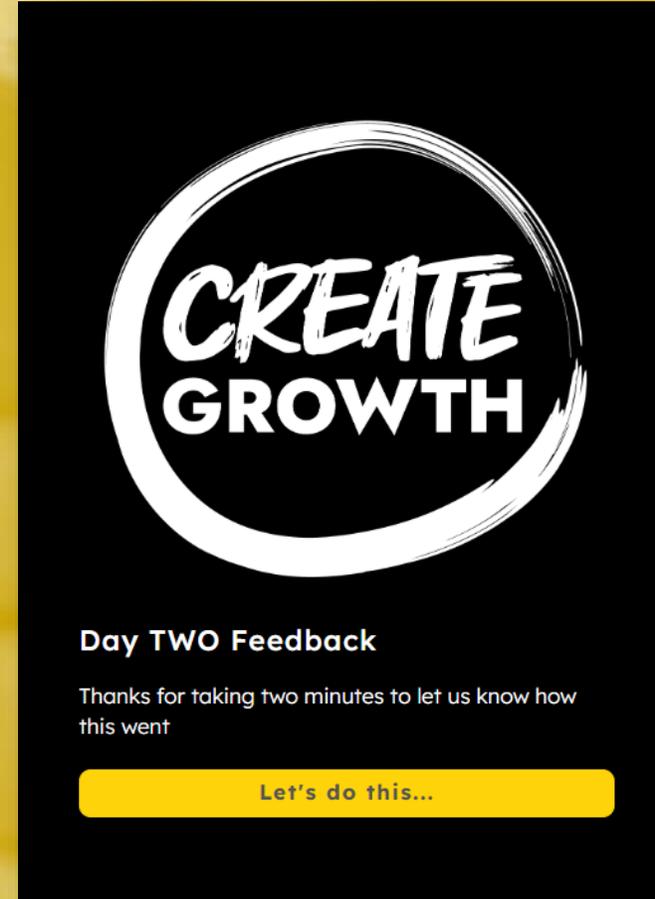
3h

Raise better!
Optimising for
investment

3h



<https://bit.ly/cre8growth2>



THE
Botanist







CREATE GROWTH

2023



Department for
Digital, Culture
Media & Sport

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY



The
Growth
Company