Momentum

For Digital, Creative and Tech businesses in Lincolnshire, a fresh course designed and delivered by sector experts

MUCH**CLEARER**

Business Lincolnshire
The place to go for business growth
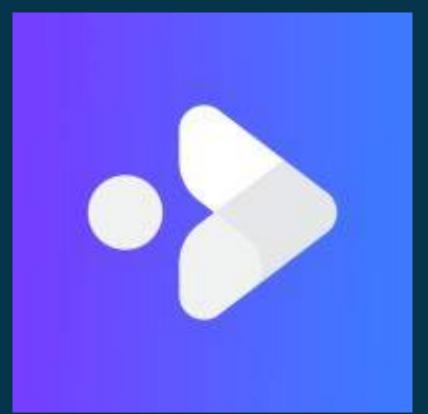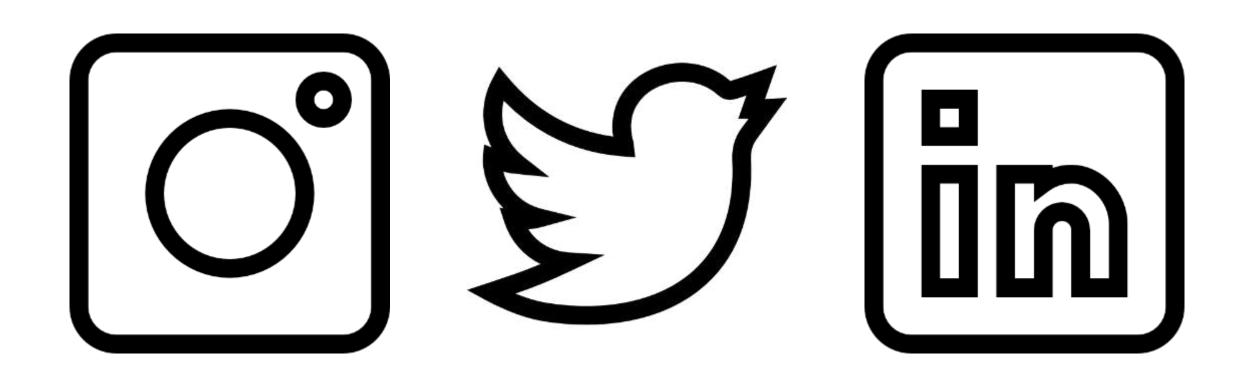
#momentumlinc

Our Aims

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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
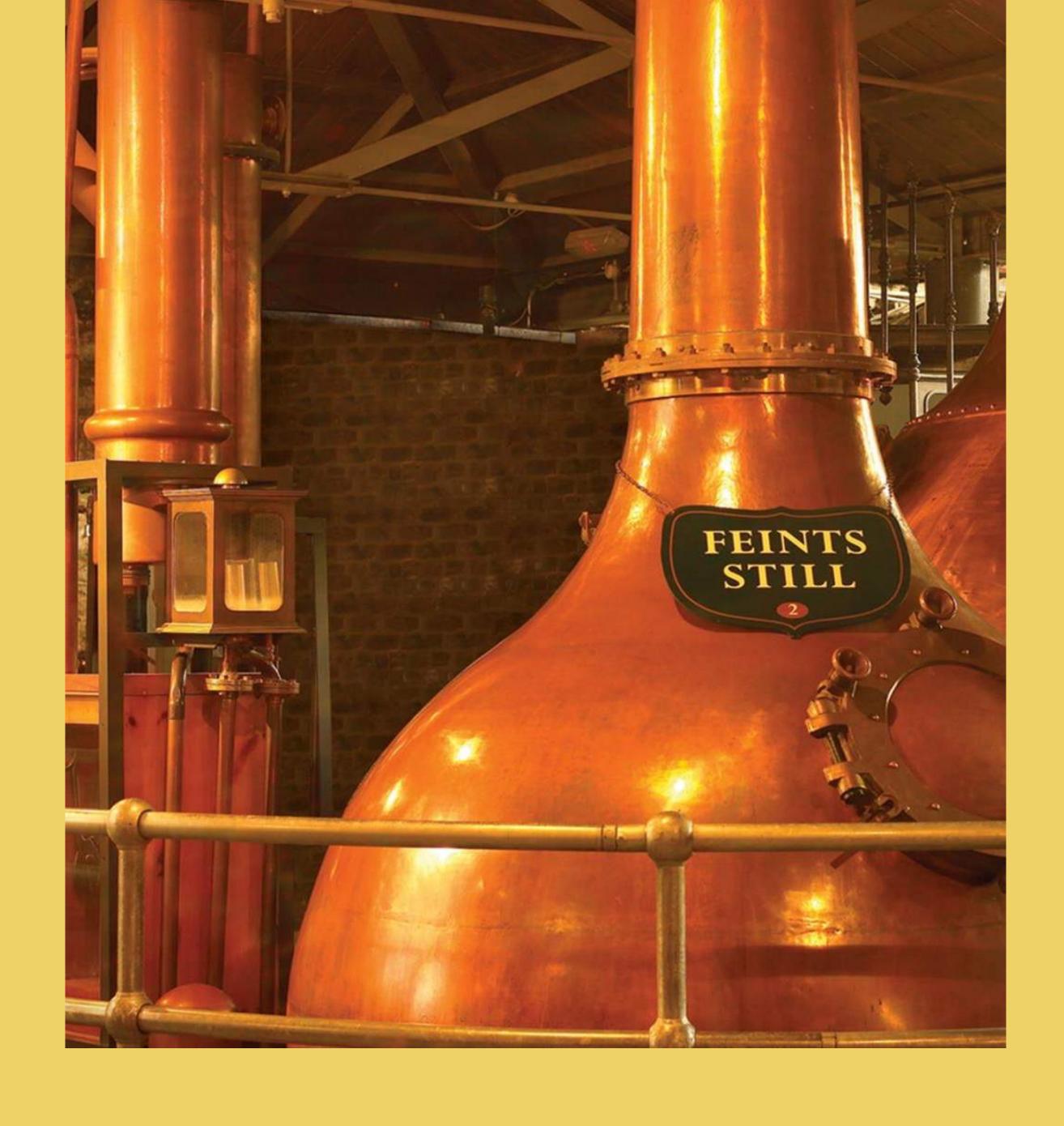
Quick Recap

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Key takeaways

What's happened since?

Our Journey Together

2h group zoom

1	Welcome / Quick Recap	9.30
2	Storyselling (Pt 2)	
	Break	
3	Your Success System Pt 2	
4	Check Out / Close	11.30

StorySelling pt 2

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The Two Big Builds

Move buyers to "Yes" by making offers that have Story Arcs

Leverage the Two-Choices theory to a) be a guide and b) convert No's to "that one please"

Now lets' think together...

Context + Main Message

Turning Points / Tensions

Beginning, Middle & End

Formal presentations

Pitches / Proposals

Workshops

Client Meetings

Delivery collaboration

Status updates

Mailers / Campaigns

But without 'deliberate fall' it flatlines

Creating rise through
deliberately articulating falls

Villains

Competitors

Internal Enemies

Contextual Battles

Traps

Technical Risks /
Challenges

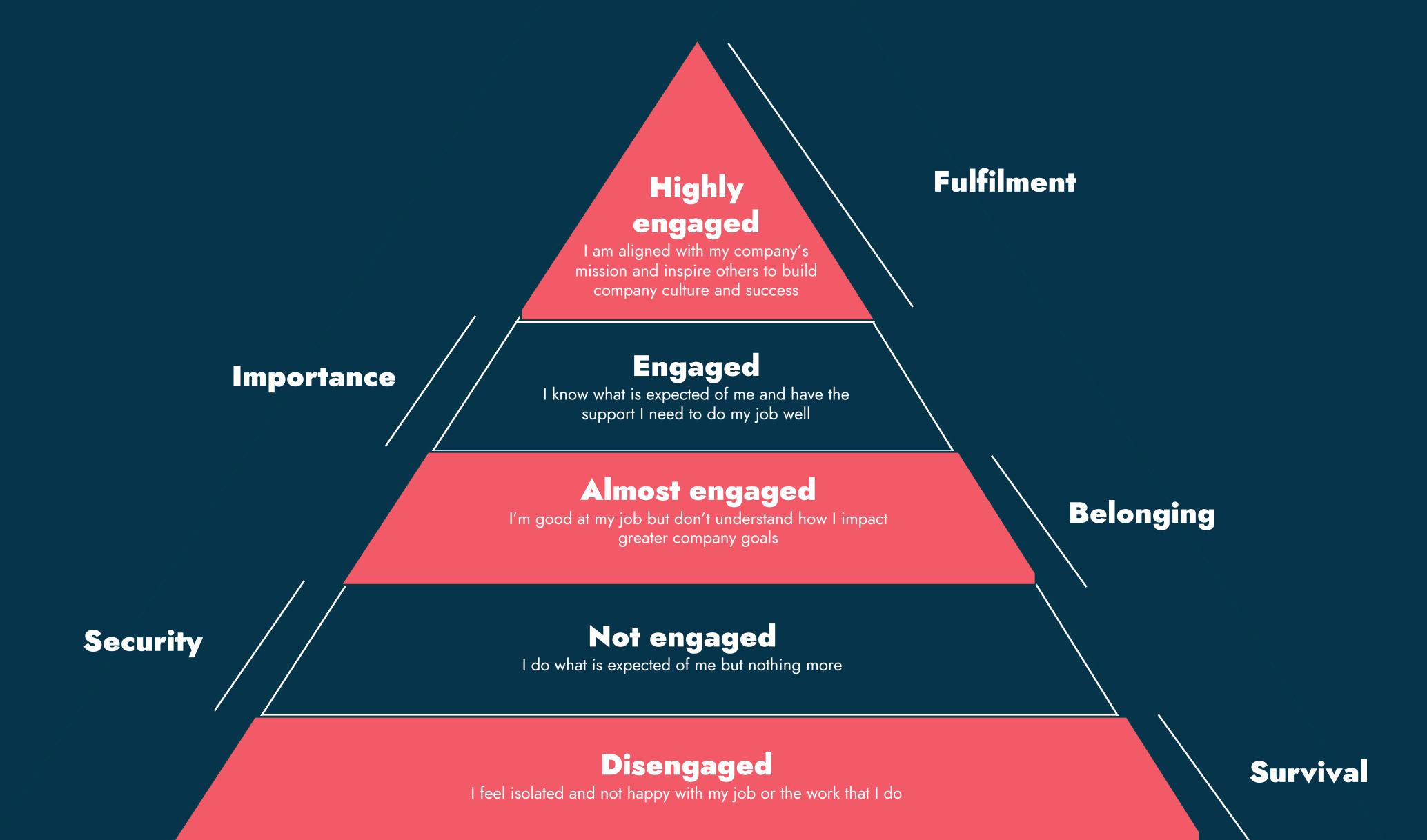Stakeholder Risks /
Challenges

Twists

Unexpected Elements

Surprise & Delight

Your Success System Pt II

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Hierarchy of employment needs

Highly engaged
I am aligned with my company's mission and inspire others to build company culture and success

Engaged
I know what is expected of me and have the support I need to do my job well

Almost engaged
I'm good at my job but don't understand how I impact greater company goals

Not engaged
I do what is expected of me but nothing more

Disengaged
I feel isolated and not happy with my job or the work that I do

Fulfilment

Importance

Belonging

Security

Survival

The Four Enablers of Employee Engagement

1.
People Proposition

2.
Great Leaders

3.
Employee Voice

4.
Business Integrity

So…

Let's hear back!

Our Journey Together

22 / 2

<div style="background-color: #ef4e5e; color: white;">

½ day in person

</div>

1 / 3

<div style="background-color: #eccf4a; color: #0d3b52;">

2h group zoom

</div>

8 / 3

<div style="background-color: #eccf4a; color: #0d3b52;">

2h group zoom

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End-Mar / April

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1-1 with David or Sean

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Our Journey Together

7 / 6

2h group zoom
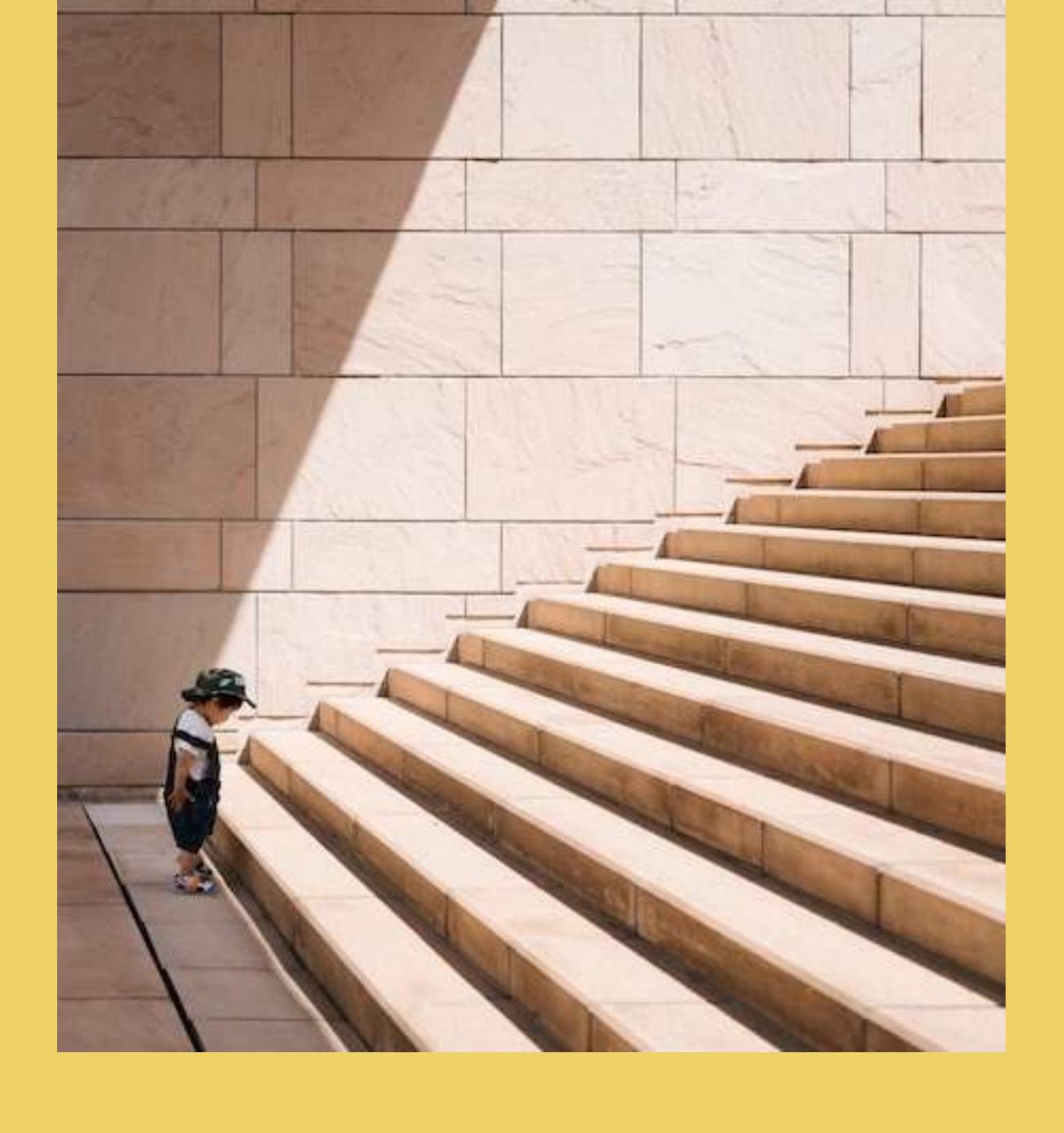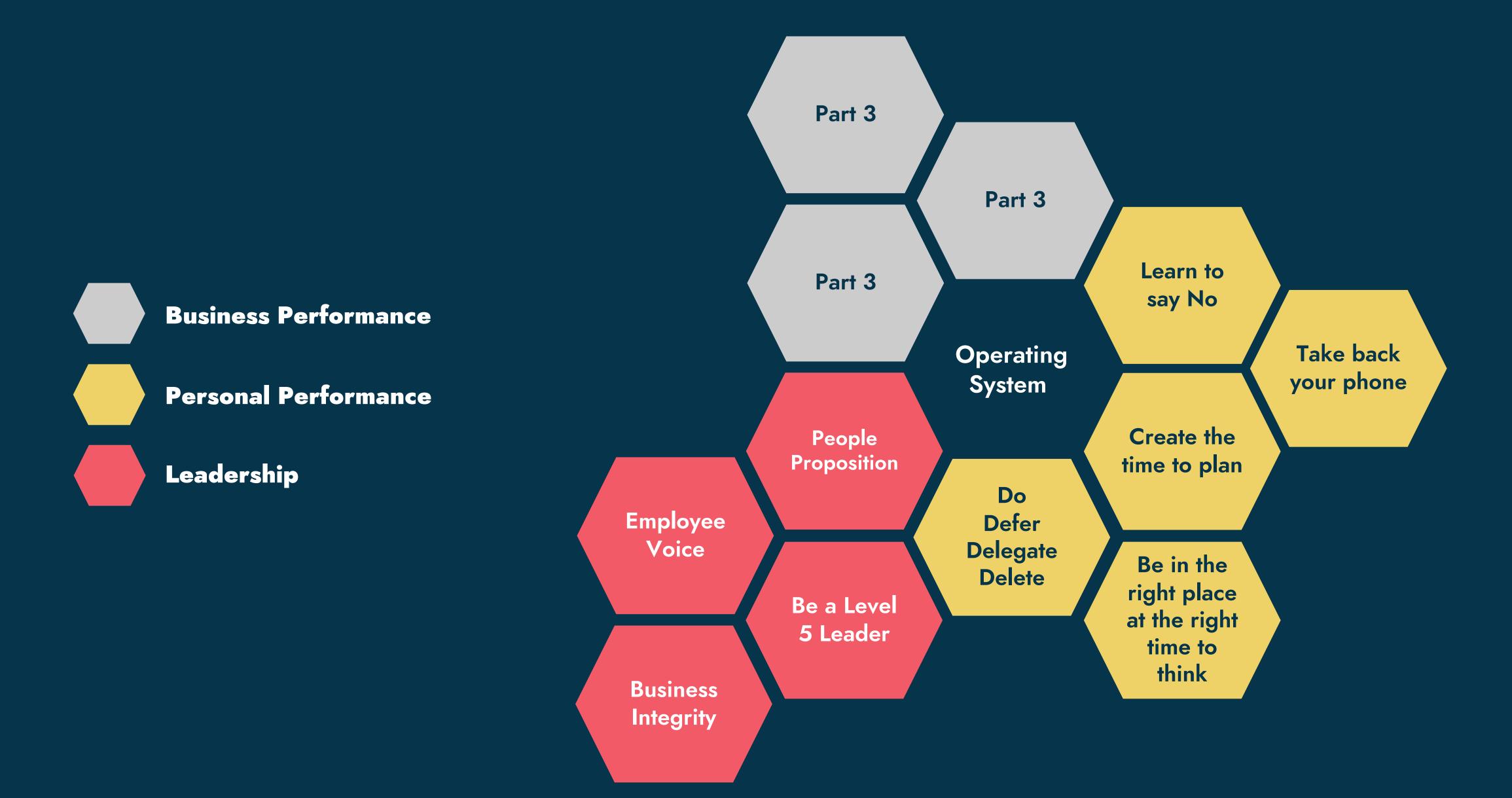
1	**Welcome / Intros**	**9.30**
2	**Your Success System Pt 3**	
	Break	
3	**Creating growth cycles**	
4	**Check Out / Close**	**11.30**

Your Success System Pt III

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Why Does it Matter?

Growth is Important

But the day to day
always seems to
get in the way

Plus, growth is hard.
Really hard

And we really don't
help ourselves
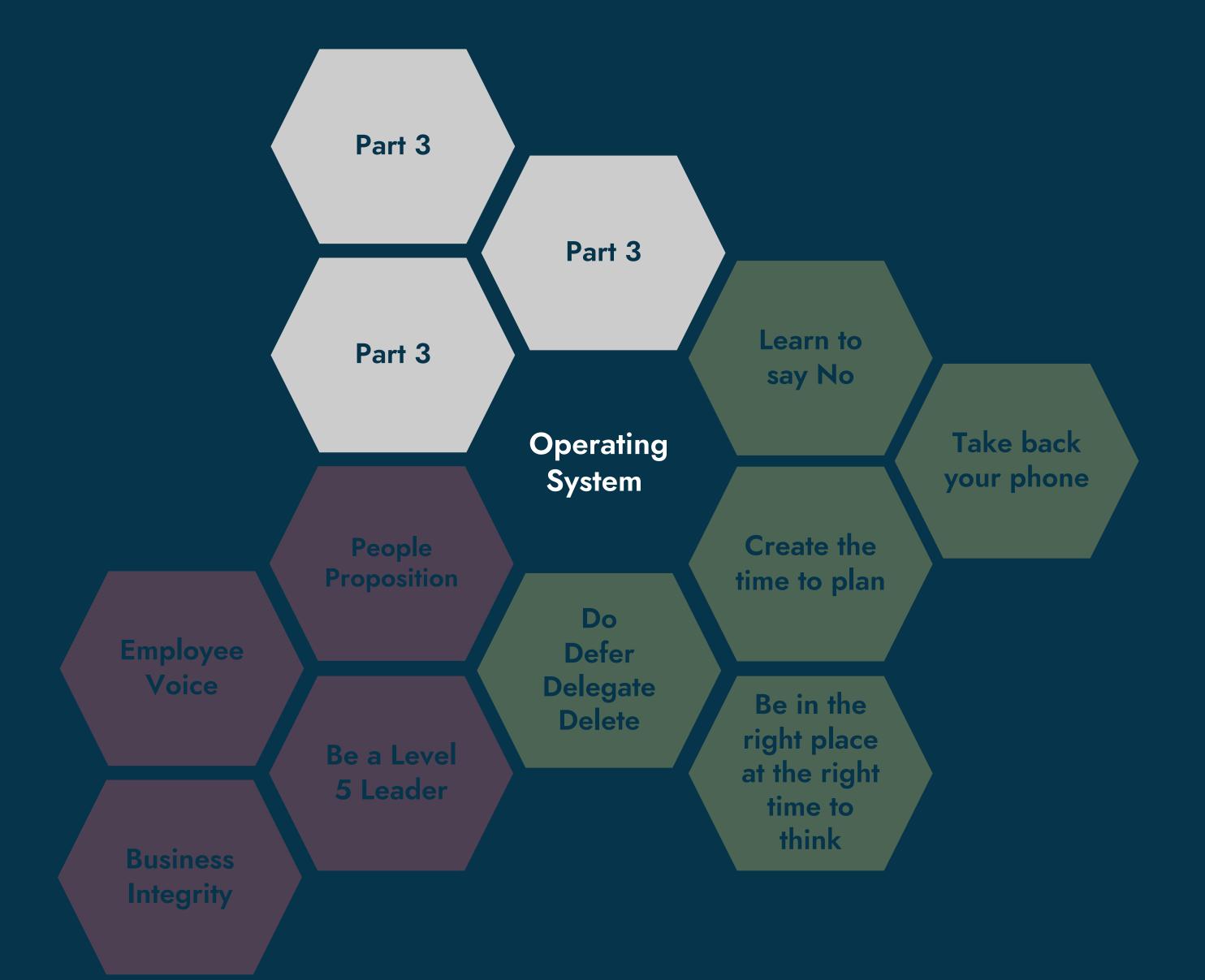
But all is not lost

But how...?
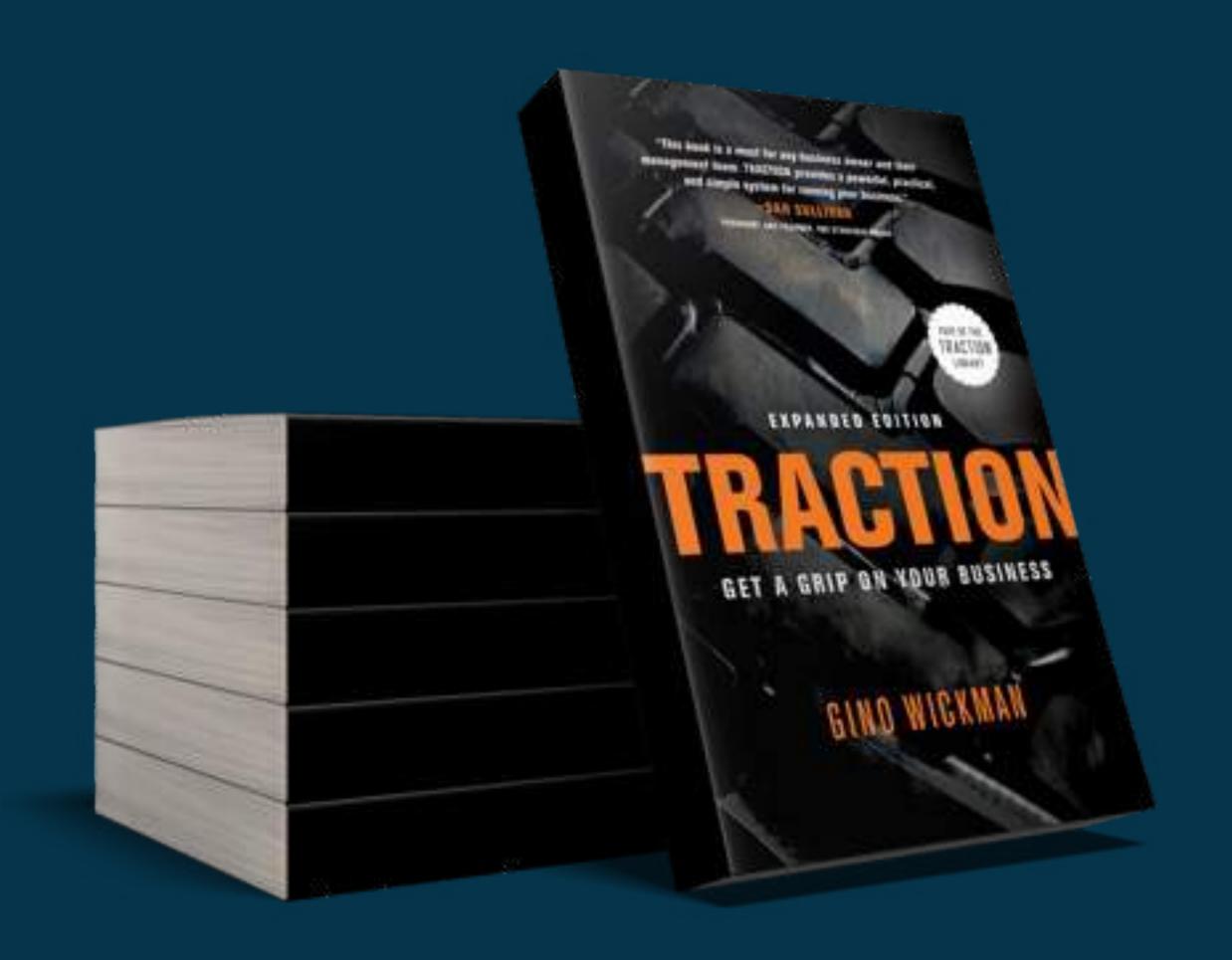
Anyone using Traction now?

Direction

Focus

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Accountability

Action

TRACTION

The support or interest that is needed for something to make progress or succeed

DISTRACTION

VISION

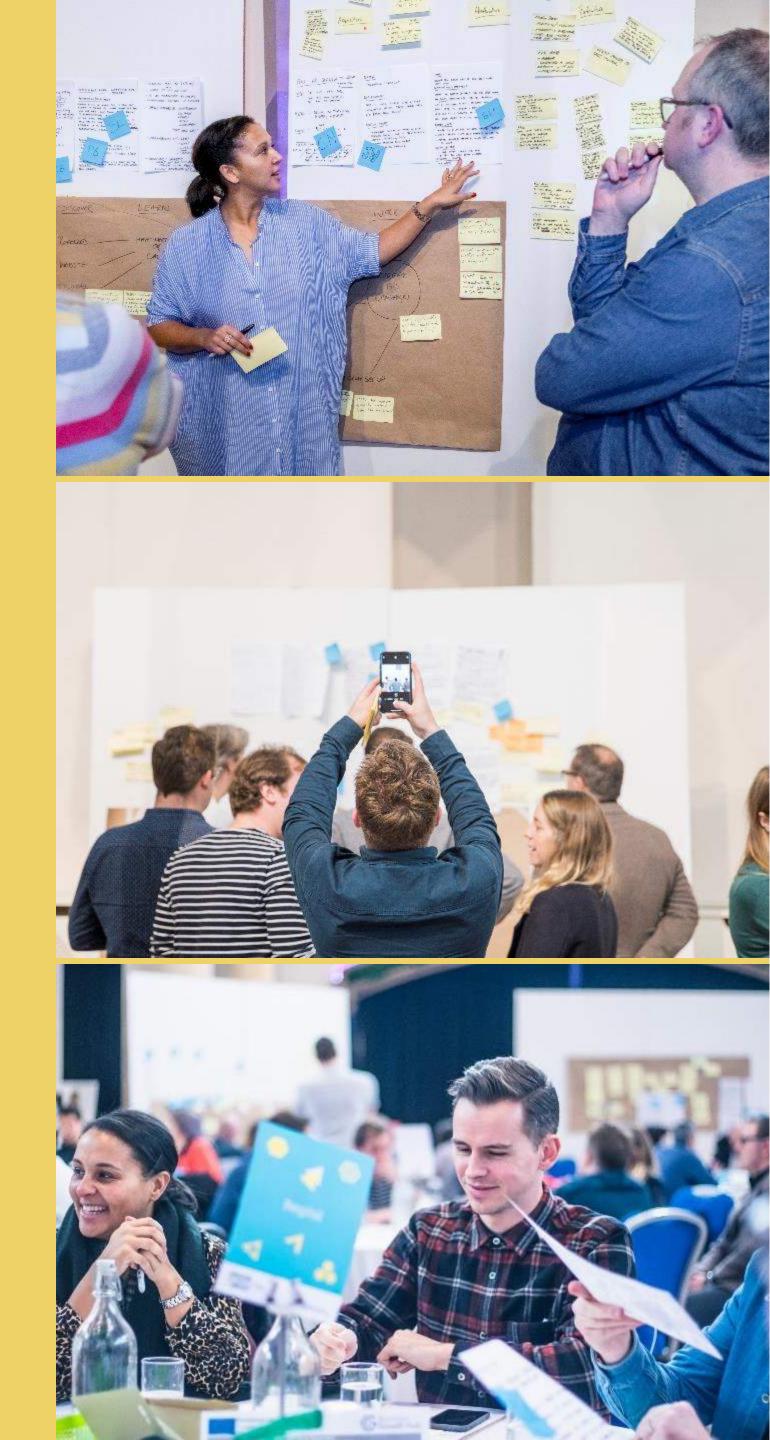|		
CORE VALUES	1. 2. 3. 4. 5.	**3 YEAR PICTURE**
CORE FOCUS	Purpose: Our Niche:	Future Date: Revenue: Net Profit: Measurables: ●
5 YEAR TARGET	Future Date: Revenue: Net Profit:	
MARKETING STRATEGY	Target Market/"The List": Three Uniques: 1. 2. 3. Proven Process:	

TRACTION

1 YEAR PLAN	ROCKS	ISSUE LIST
Future date: Revenue: £ **Goals for the Year**	Future date: Revenue: £ **Rocks for the Quarter** — Who	1 2 3 4 5 6 7 8 9 10 11 12

Goals for the Year: 1, 2, 3, 4, 5, 6, 7, 8

Rocks for the Quarter: 1, 2, 3, 4, 5, 6, 7, 8

VISION

		3 YEAR PICTURE
CORE VALUES	1. 2. 3. 4. 5.	**Future Date:** **Revenue:** **Net Profit:** **Measurables:** •
CORE FOCUS	Purpose: Our Niche:	
5 YEAR TARGET	**Future Date:** **Revenue:** **Net Profit:**	
MARKETING STRATEGY	**Target Market/"The List":** **Three Uniques:** 1. 2. 3. **Proven Process:**	

So...

Individually

1. **Write your 3 Year Picture**

Imagine what your business look and feel like in 3 years time?
    Revenue, profit, services, locations, headcount, sectors/clients, no of clients, team, culture, awards, your role...

3 Year Picture

Future Date: *Type here*

Revenue: £ *Type here*

Net Profit: £ *Type here*

Measurables:

Type here

e.g. services, locations, headcount, sectors/clients, no of clients, culture, awards, your role, etc...

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Let's hear
back!

TRACTION

1 YEAR PLAN	ROCKS	ISSUE LIST

1 YEAR PLAN

Future date:

Revenue: £

Goals for the Year	
1	
2	
3	
4	
5	
6	
7	
8	

ROCKS

Future date:

Revenue: £

Rocks for the Quarter		Who
1		
2		
3		
4		
5		
6		
7		
8		

ISSUE LIST

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

Individually

Rock and Rock Definition

1. What the single biggest issue in the business right now?

2. Start the Rock Definition template

Rock Definition

Rock Name

Type here

Context

Why is this Rock a Rock?

Type here

Definition

In one sentence, what needs delivering to say this Rock is complete?

Type here
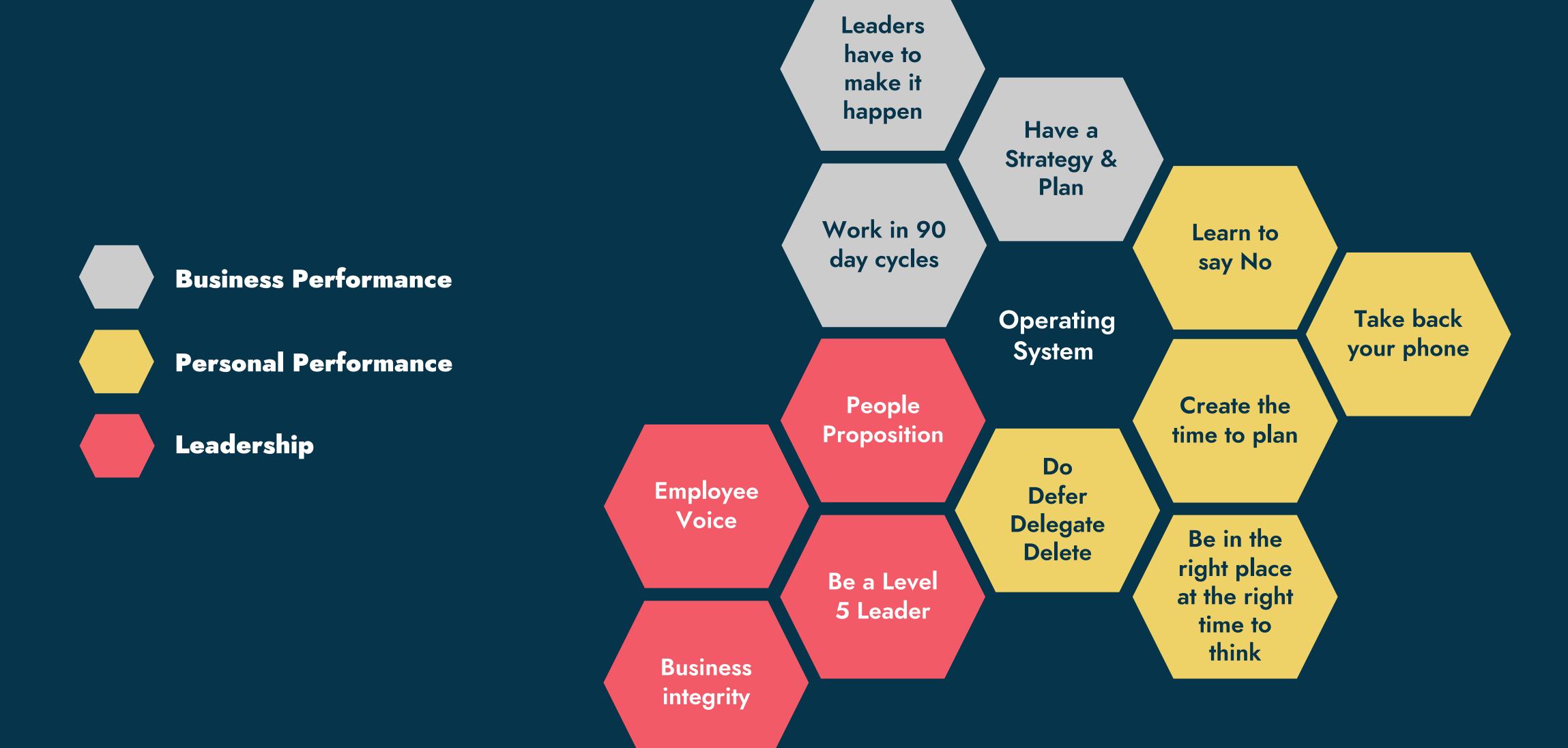
Plan

What are the 5-6 key actions, deliverables and deadlines on the way to successful completion?

LEAVE THIS SECTION UNTIL THE EXPERIMENT (SEAN's BIT)

::: Momentum

Let's hear back!

Strategy is easy

Implementation is hard

Rocks rock!

If you don't prioritise your day someone or something else will

Creating Cycles of Growth

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TWO CONTENTIONS

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

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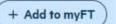
HOME WORLD UK COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

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

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

Anne-Sylvaine Chassany FEBRUARY 16 2023

"Most growth / marketing efforts
are long, costly hit and hopes...
and always have been"

San Francisco, 2018

12 cycles

140+ companies across sectors

7 focused on domestic growth

5 focused on int'l Growth

Lots of copycat!

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

A 3-6 week blast of exploration to test a theory and drive real learning from your market

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

Growth Experiment Examples

What if we…

Tested a new data offer with client A   **18m on, 50% of biz**
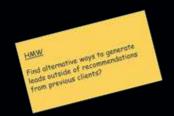
Cleared the diary to farm existing relationships   **£5m in 8 weeks**

Did a 3 week fact find to Austin, TX   **Office open in 6m**
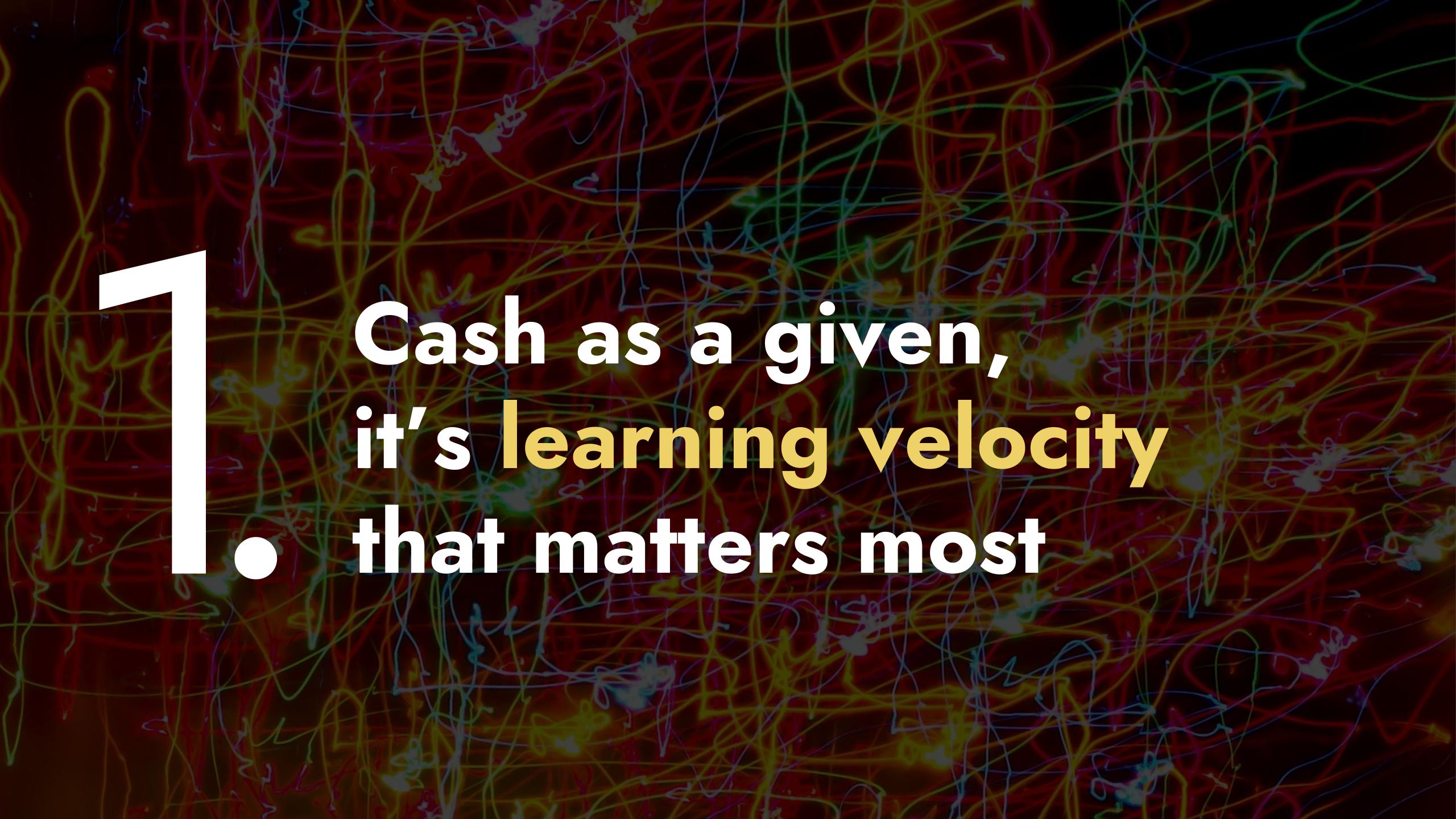
Made the next 4 Fridays full day leadership meets   **Landed Series A**

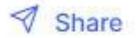Split tested campaigns on TikTok   **Whole new rev stream**

TWO BIG IDEAS

1.
Cash as a given,
it's **learning velocity**
that matters most

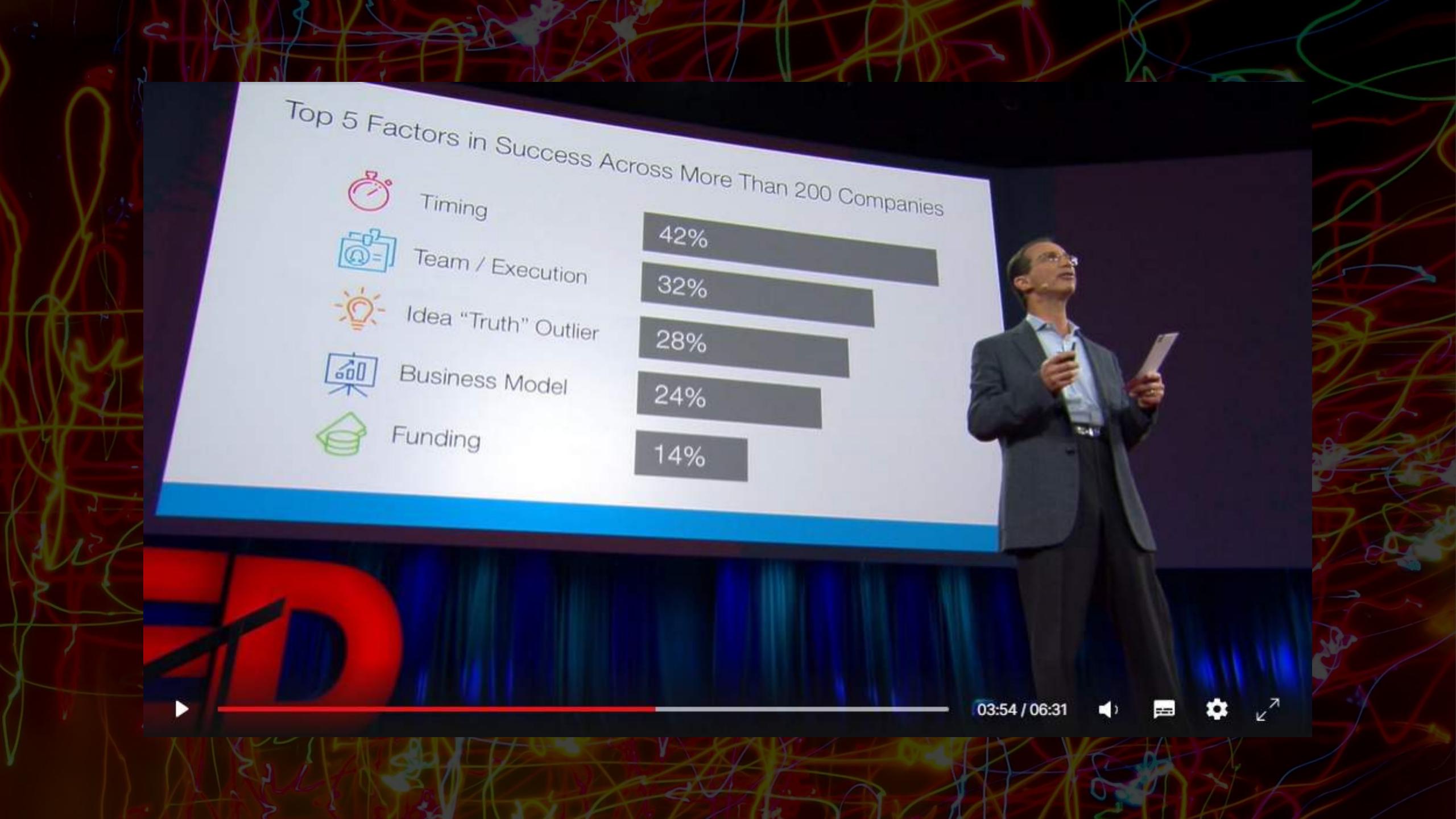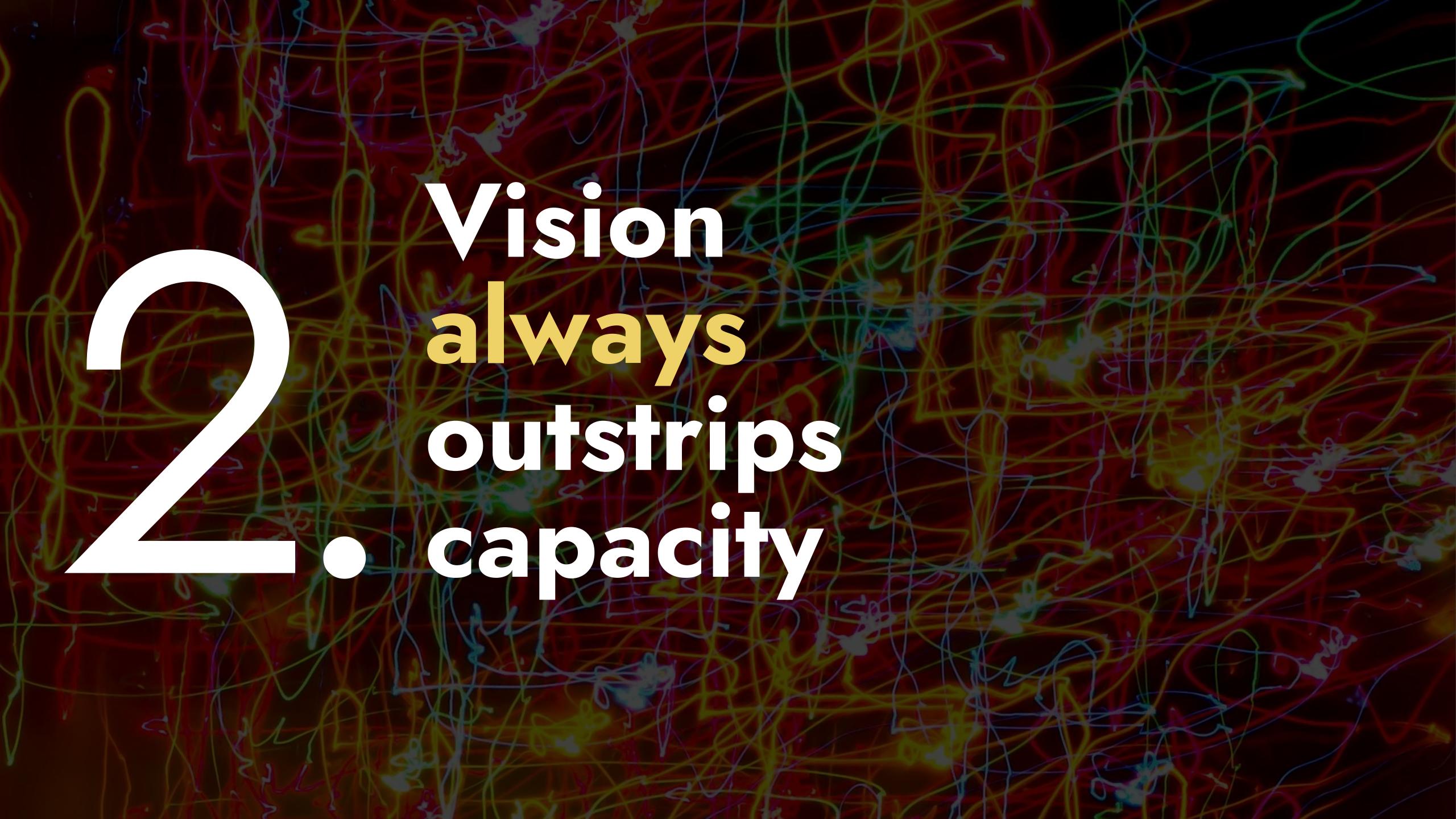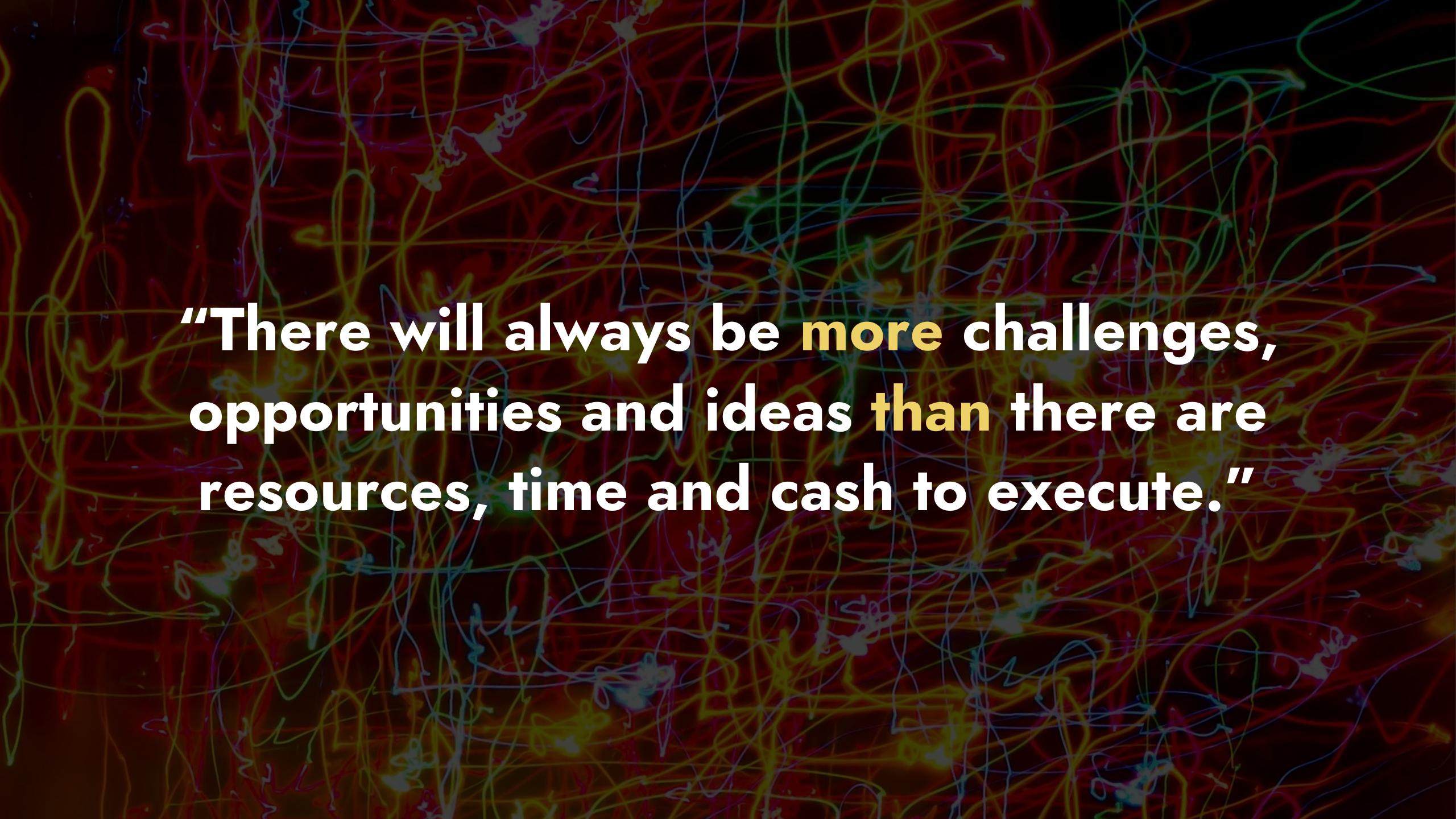# The single biggest reason why start-ups succeed

Read transcript

Bill Gross has founded a lot of start-ups, and incubated many others -- and he got curious about why some succeeded and others failed. So he gathered data from hundreds of companies, his own and other people's, and ranked each company on five key factors. He found one factor that stands out from the others -- and surprised even him.

2. Vision always outstrips capacity

"There will always be **more** challenges, opportunities and ideas **than** there are resources, time and cash to execute."

Getting clear on priorities

Getting **clear** on priorities

But how...?

What an experiment / learning driven approach looks like...

1 Priority Goals / GTM → **2** "How Might We's" → **3** Hypotheses to test → **4** Cycles of Growth

What is an experiment?

A 3-6 week blast of exploration to test a **theory** and drive real learning from your market

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**

SaaS Startup

💥 Email campaign

💥 Explainer Video

HMW ... drive 50% more registrations from our mailing list?

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	Length
Compelling content to capture	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)

TECH BLUE CHIP

💥 Mom Test Customer Interview

💥 Mafia Offer

💥 Split Test

HMW ... shape the first version of the service and start getting traction?

Assumption / Hypothesis

The mid-market is ready for a true hybrid working, IT & Facilities subscription-based model

If we develop a first level offer based on 3 worker archetypes and test potential pricing structures with warm buyers, then we could convince one of them to engage in a pilot

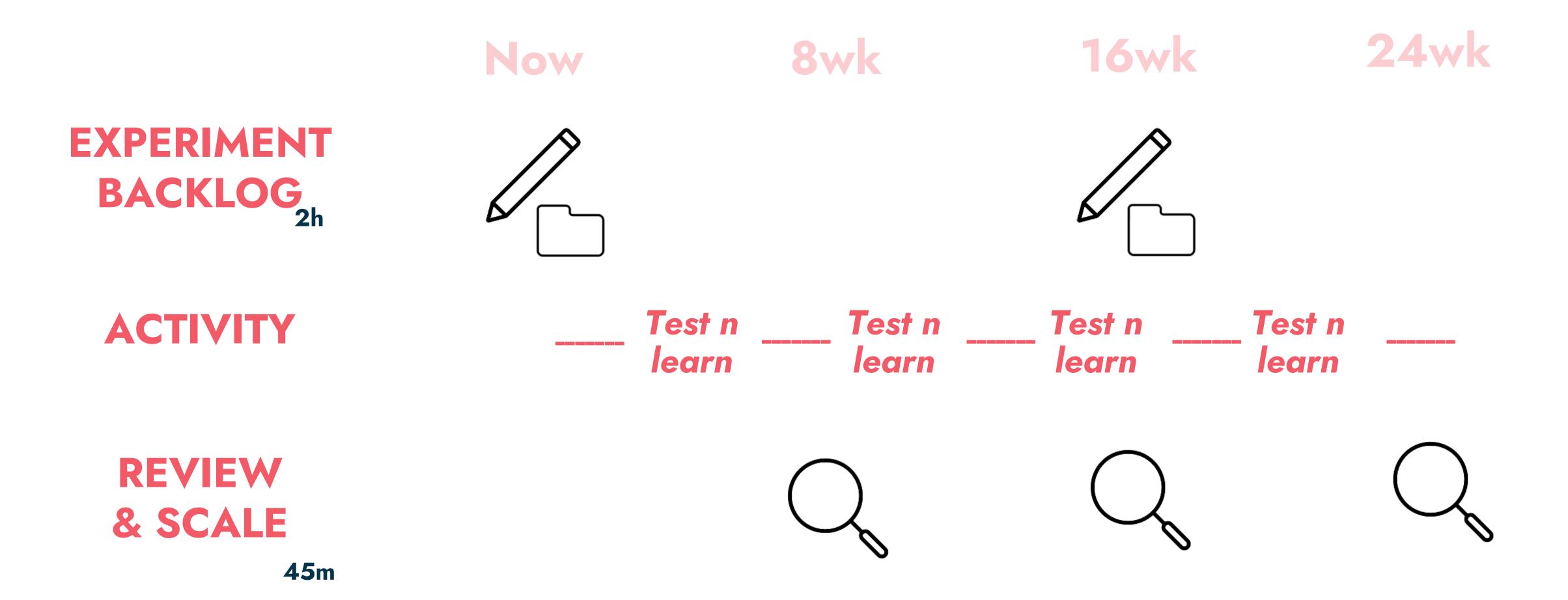| Experiment name	Length
Get a pilot over the line	8 weeks

Action Steps

1. Consolidate the offer (4 weeks)
2. Run customer interviews – pricing focus
3. Refine and package
4. Look to engage for a pilot

Learning / Success Measure

We have a first version offer, tested from 8 complete interviews and have one pilot agreed to go

What we REALLY want...

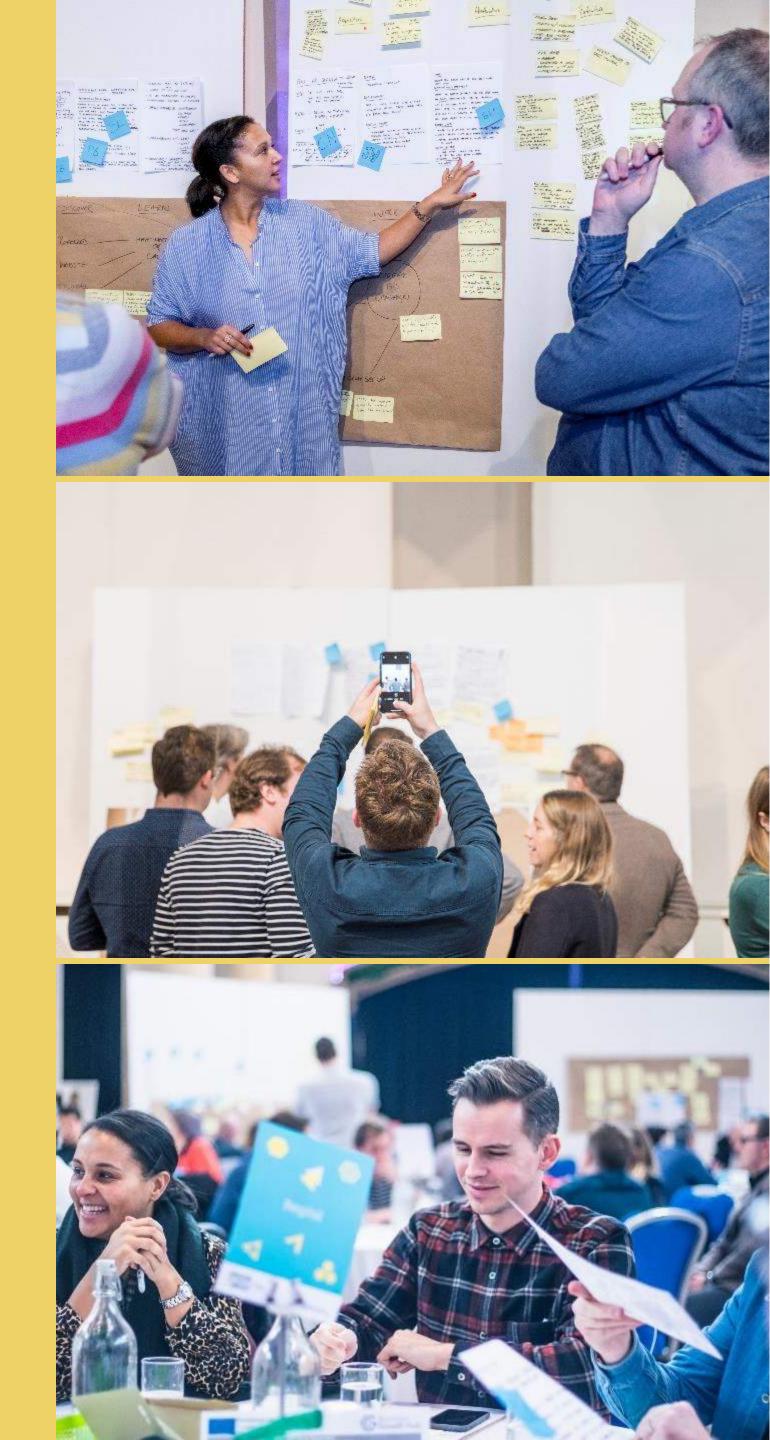|	Now	8wk	16wk	24wk
EXPERIMENT BACKLOG 2h	✏️📁		✏️📁	
ACTIVITY	_____ *Test n learn*	_____ *Test n learn*	_____ *Test n learn*	_____ *Test n learn* _____
REVIEW & SCALE 45m		🔍	🔍	🔍

The top experiment types that small creative / digital biz' keep coming back to

1. **Split Testing**

2. **MOM-Test Customer Interviews**

3. **Prototype / Mafia Offer**

4. Fake Door Trial

5. Secondary Source Research

6. Traffic Campaign

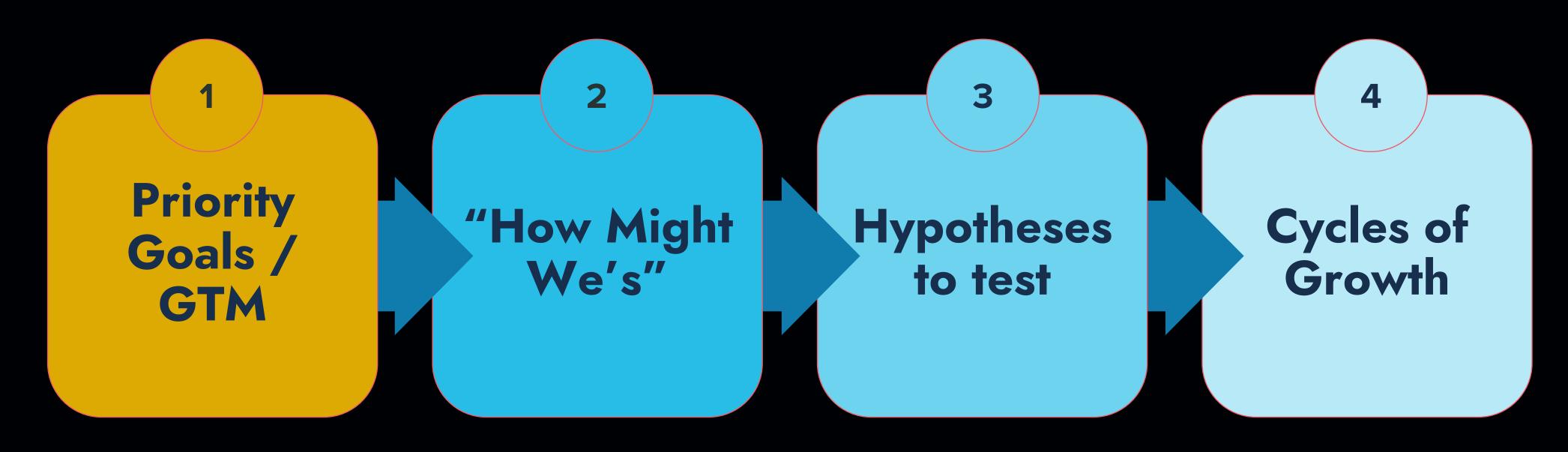7. Competitor Usability

8. UX localisation / personalisation

So…

Although there's more to explore...

...we've got the essentials

What an experiment / learning driven approach looks like...

1 Priority Goals / GTM → **2** "How Might We's" → **3** Hypotheses to test → **4** Cycles of Growth
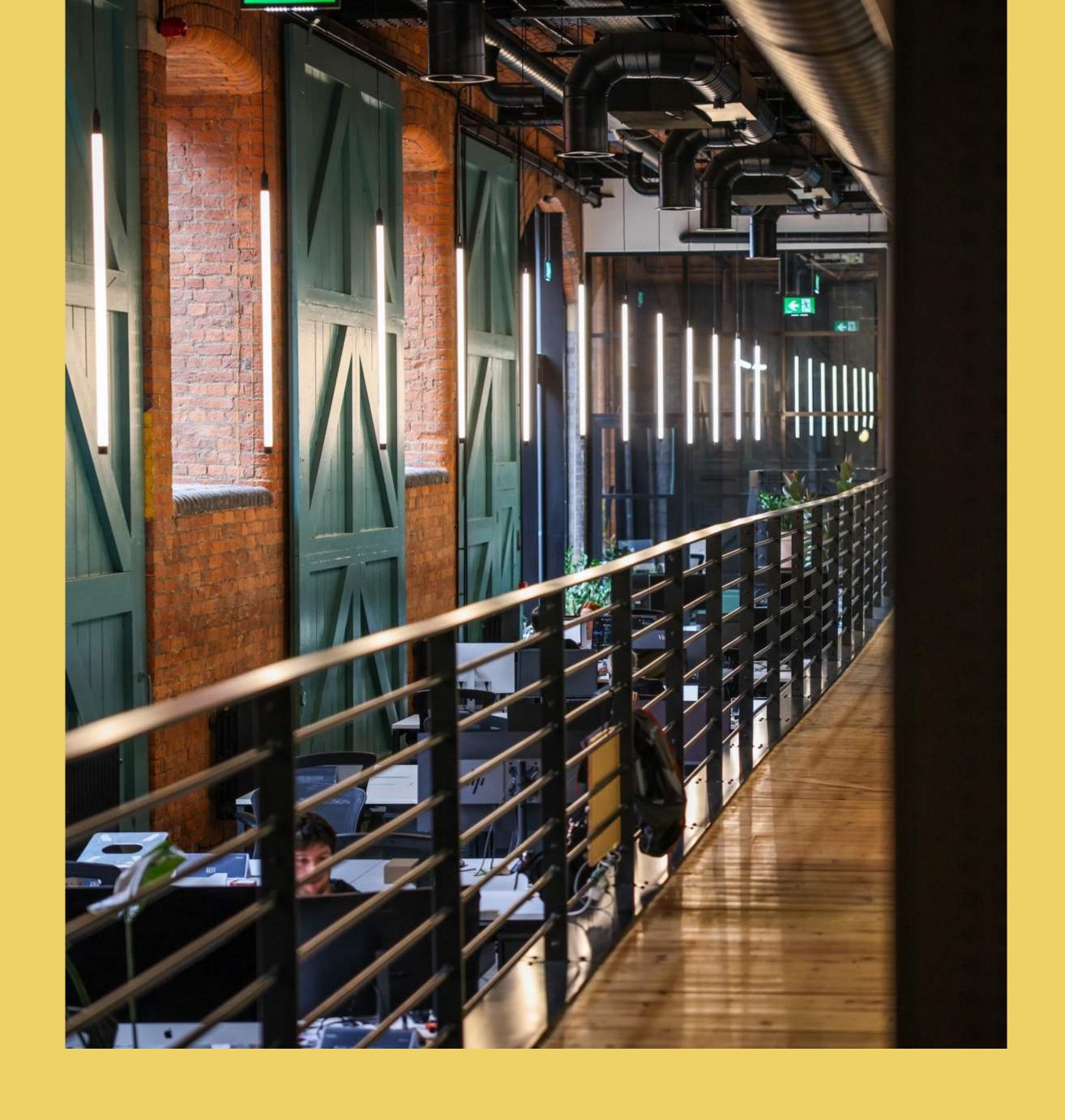
Homework

1. **Build your rocks AND an associated experiment using the materials we'll share**

2. **Crack on and book a time 6wks from now to review what learning came from the experiment**

3. **Be prepared to chat through all of this at your coaching session**

Whatever your strategy is... it'll probably end up 'wrong'

Why not shape and run specific experiments to learn / fail fast quickly, cheaply and effectively?

Recap & Wrap

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

Today

7 / 6

2h group zoom

1	**Welcome / Intros**	**9.30**
2	**Your Success System Pt III**	
	Break	
3	**Creating growth cycles**	
4	**Check Out / Close**	**11.30**

April

1-1 with David or Sean

muchclearer.com/book-online

60-90 minutes of whatever matters most to you!

https://bit.ly/MomFinal

The biggest difference
this whole thing has
made in my thinking

david@

sean@

muchclearer.com