

# **GROWTH ACCELERATOR PROGRAMME**



**MAKE BETTER STRATEGIC DECISIONS**



**AVOID PITFALLS THANKS TO EXPERT  
INPUT**



**GROW YOUR PEER GROUP OF  
AMBITIOUS CONSULTANCY LEADERS**

# THE GROWTH ACCELERATOR PROGRAMME

## What is it?

The Growth Accelerator Programme (GAP) offers you an opportunity to connect on a deeper level with your peers and to capitalise on opportunities and support each other with your business challenges as you grow. Your cohort will consist of 6 - 8 consultancy leaders and a dedicated Growth Expert who will facilitate the sessions and bring their decades of experience of growing consultancies to challenge your thinking, provide advice and support, and help you avoid the common pitfalls of growth. The programme provides you with an opportunity to support each other in applying the learning you're getting through the Network as well as tackle new topics relevant to the group.

Within the 9-month programme, cohorts meet for three, evenly spaced, half-day, in-person 'Growth Accelerator' meetings and six online sessions. You will also have three one-hour, one-to-one, mentoring sessions with your Growth Expert.

## How will the programme benefit me as a member?

GAP is a unique chance to share ideas and discuss opportunities with people who can relate to the context within which you are operating. You will get heaps of practical advice as well as the chance to develop a connection and sense of belonging to your group. Participating in the programme is also a meaningful investment in your personal growth and development as a leader.

Cohorts are built to minimise competitive overlap in service offering, creating the perfect environment for sharing detailed, tactical and strategic information. Everyone learns as we get close and personal with each business and tackle challenges and opportunities together.

The regular meetings and resulting accountability will provide you with structured thinking space outside your business, help you prioritise your strategic actions, and support you in moving your priorities forward. The high levels of trust and understanding between cohort members often lead to partnership opportunities and sometimes long-lasting friendships.

**GAP has quickly become a trusted forum for sharing stories and discovering solutions to problems**

Matt Atkinson,  
member



## What's the format?

- Nine sessions in total made up of three face-to-face sessions, three hours in length plus lunch – these happen every three months.
- Six online sessions of 90 minutes that happen monthly in between the face-to-face sessions.
- Three one-hour one-to-one session with your Growth Expert.
- We avoid the following months: April, July, August and December.
- Face-to-face events will take place in London and are coordinated to occur on the same day as the larger TCGN events to minimise travel costs.
- Each cohort member will choose their preferred areas of focus from a long list of topics and the most popular sessions will drive the agenda during the programme.
- A fellow cohort member will become your 'Accountability Partner' to keep you on track on with actions you commit to take following programme sessions.
- Members will be encouraged to have one or two 1:1s per month with fellow members to build relationships (and friendships) within the cohort, to open the door to opportunities for partnerships, and to support each other.
- There will also be a WhatsApp group for you to support each other outside of the sessions.

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## Example agenda

From a content perspective this agenda is **ILLUSTRATIVE ONLY**. Each delegate will get to **choose their priorities** from the long list, and the most popular topics will be used to create the bespoke agenda for the cohort.

Meeting	Content
<b>Pre-call 1:1</b>	The Growth Expert will speak to each member one to one, to build rapport, understand their personal objectives and confirm their topic choices.
<b>30th January 25</b> In-person session (3-hours + lunch)	<b>Part (a): Introductions</b> - Each cohort member will provide a business overview; share their long-term ambitions; outline their current challenges and opportunities and express what they want from the programme. <b>Part (b): Fulfilling my personal end game</b> - A wide-ranging discussion that explores anything from building equity value to building a forever business. Tackling topics like purpose, legacy and ambition.
<b>Mid-February 25</b> Online Session (90mins)	<b>Creating strategic optionality</b> - Building a transformation plan to leverage the 8 levers of equity value, the TCGN TEN and committing to working on the business.
<b>Mid-March 25</b> Online Session (90mins)	<b>Scaling your sales and marketing function</b> - Understanding the pros and cons of the different options/models for building sales capacity to enable growth.
<b>3rd April 25</b> In-person session (3-hours + lunch)	<b>Part (a): Dealing with partner/shareholder conflict</b> - How to manage tricky shareholder/director relationships when expectations, values, goals and motivations differ. <b>Part (b):</b> Free-form discussion focusing on your immediate challenges.
<b>Early May 25</b> Online Session (90mins)	<b>How to drive profitability AND build culture</b> - How to ensure we are efficient and profitable as well as a great place to work (building value not just lifestyle).
<b>Early June 25</b> Online Session (90mins)	<b>Engaging a younger generation</b> - How to understand, engage, recruit, motivate, develop and retain the younger generations.
<b>3rd July 25</b> In-person session (3-hours + lunch)	<b>Part (a): New channels to market</b> - Building effective partnerships and strategic alliances that deliver commercial value. <b>Part (b):</b> Free-form discussion focusing on your immediate challenges.
<b>September 25</b> Online Session (90mins)	<b>Articulating your return on your investment and next steps</b> - Presenting the changes you've made, and value created through the programme. Sharing your plan to continue growing your business.

At the end of the programme you will have the option to set up quarterly, facilitated meetings with your cohort and Growth Expert to continue the relationships.

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## What topic areas are available?

In addition to the content listed in the illustrative agenda, there are many other topics for each cohort to choose from including:

1. What is my growth strategy and what am I missing?
2. Building a business less dependent on the founder(s)
3. Building an effective sales strategy
4. Exploring the different exit options and creating a plan
5. Sharing ideas on how to increase our differentiation
6. The benefits of a board and how to build one
7. How to structure my business for growth inc. balancing associates and permanent staff
8. Taking stock of where we are on IP and exploring the art of the possible
9. Getting senior hire recruitment right
10. Developing my leadership team – what should I expect and what do I need to invest in?
11. Enjoying the journey, while growing the business
12. Building an effective marketing strategy
13. Pricing: including value pricing and how to avoid discounting
14. Developing our value proposition
15. Creative ways to stand out in the pitch process
16. Building resilience in an uncertain and fast changing environment

## Who will be running the cohort?

We allocate Growth Experts based on suitability to the members who have signed up to each cohort. Involved are:



**Marcia Marini:** Led the growth and sale of several consultancies, including one that grew to £20m in 7 years. Involved in the completion of over a dozen M&A transactions. Holds four NED roles and is a coach and mentor.



**Christine Parry:** Built a £10m turnover consultancy employing more than 100 people, steered it through a series of mergers and acquisitions until its final acquisition by IBM. Now an investor, NED, mentor and coach.



**Sarah Matthew:** Multi-award-winning entrepreneur and mentor who has scaled and sold two consulting firms. Now a NED, angel investor, accredited transformational coach and leader at The Vibrant Company, providing consulting, coaching and mentorship.

“

Marcia has been excellent - going above and beyond and providing valuable advice and encouragement

“

Chris is such an amazing facilitator who balances listening and offering counsel with empathy and experience

“

Sarah's supportive tone and incisive questioning makes a powerful combination

## How much and how do I get involved?

To secure your place or find out more please reach out to your Account Manager. Your investment is £4,995.