



Free Playbook

# Growth Reimagined Playbook

# As futurist Peter Diamandis warns

*“By 2030, there will only be two types of businesses - those that are AI-enabled, and those that are out of business.”*

# Why Old School Strategy Fails



## **BOTTOM LINE:**

YOUR PLAYBOOK WAS WRITTEN FOR A WORLD THAT DOESN'T EXIST

### Too Slow

#### **Annual plans vs. 6-month market shifts**

Netflix launched while Blockbuster was still planning

### Missing Real Competition

Amazon wasn't competing with bookstores They were building the everything store

### Can't Change

#### **8 out of 10 big companies fail to pivot fast enough**

"We've always done it this way" = death sentence

### Looking Backwards

#### **Using yesterday's data for tomorrow's threats**

Kodak invented digital cameras but stuck with film

# The New Way to Win

## THE FORMULA

Know where you're going (clarity)  
+ Believe in your bets (confidence in growth options)  
+ Adapt quickly (learning speed)  
**= Sustainable Growth.**

### MAKE CLEAR CHOICES

Where to play, How to win, What capabilities to build to beat competition  
Innovation becomes a core capability, not an add-on

+

### TEST AND LEARN

"What would have to hold true?"  
instead of detailed planning  
Adjust strategy based on real-world feedback

+

### DUAL FOCUS

Keep core business excellent +  
Innovate and build new growth capabilities simultaneously

# Know Where You Stand: Growth Readiness Diagnostic

If you completed the 7 items, you would have got a score...as an indication how ready you are for growth

● STRATEGICALLY ADRIFT

Score - 1.0-2.9

**Missing Clarity:** No clear winning aspiration or market focus, where and how to play?

**Lack Confidence:** Limited capabilities to compete, i.e. no digital or AI integration

**Can't Convert Strategy:** Poor execution systems and misaligned teams

● CAPABILITY CONSTRAINED

Score 3.0-3.9

**Some Clarity:** Strategic direction exists but needs sharpening

**Building Confidence:** Growth options tested, seeing how it can be applied

**Inconsistent Conversion:** Lack management system, execution gaps preventing full results

● TRULY READY FOR GROWTH

Score 4.0-5.0

**Crystal Clarity:** Sharp strategy with AI-integrated approach

**High Confidence:** Strong capabilities and rapid testing ability

**Consistent Conversion:** Agile Management System, execution delivering measurable results

# Growth Readiness Assessment & Interpretation

Why it matters to have these elements as integral to your growth game plan

Element	Definition	Why It Matters for Winning Growth Strategy
1. Winning Aspiration	Your organisation's clear, inspiring purpose and ultimate ambition.	Sets the north star that aligns leadership and teams, focusing all efforts on a meaningful, measurable victory. Without this clarity, strategies lack direction and fail to unify resources toward a common goal
2. Market Focus	The specific customer segments and their evolving, unmet needs you choose to serve.	Deep customer insight concentrates investments on high-potential markets, enabling prioritization of scarce resources and avoiding dilution into low-value areas. This focus drives relevance and growth velocity
3. Distinctive Value	The unique combination of benefits and experiences that differentiate you from competitors.	Creates a magnetic pull that attracts and retains customers, enabling defensible margins and scalable growth. Differentiation is the foundation for sustainable competitive advantage in dynamic markets
4. Technology Advantage (AI)	Strategic integration of technology, especially AI, to enhance products, operations, and customer experience.	AI and advanced tech turbocharge decision-making, automate routine tasks, and unlock new business models. When treated as a strategic asset, technology becomes a durable and evolving source of advantage
5. Core Capabilities	The essential people, processes, systems, and partnerships needed to deliver and sustain strategy.	Strategy execution depends on having the right muscle. Building and orchestrating these capabilities enables consistent delivery, rapid adaptation, and continuous innovation as markets shift
6. Organisational Alignment	The extent to which leadership, teams, incentives, and culture drive toward common strategic goals.	Alignment accelerates decision-making, breaks down silos, and ensures everyone understands their role in winning. This cultural and structural coherence is critical for executing complex, innovation-driven strategies
7. Execution Systems	Governance, processes, and feedback mechanisms that launch, monitor, and refine strategic initiatives.	A robust execution engine translates strategic intent into measurable outcomes. Rapid learning cycles and clear escalation paths enable continuous improvement and agility in uncertain environments

# The Growth Game Plan

For CEOs and leadership teams who want to take their business to the next level with a winning strategy



1

## Make Sense

Understand your company and market context; map current capabilities and challenges to create a clear picture of your starting point.

Clarity

2

## Design your Game Plan

Turn insights into alternative growth options. Explore choices, stress-test decisions, and define what success looks like.

→

3

## Translate & Align

Turn strategy into action. Align teams, roles, and metrics to drive coordinated execution.

Confidence

4

## Transform & Execute

Build momentum. Embed change through pilot projects, AI integration, and adaptive feedback loops.

→

Conversion + Results

# The Growth Journey: 9 Steps

Clarity reveals what matters most  
 Confidence builds the right plan  
 Conversion delivers lasting results

<b>Clarity</b> Define the real problem and opportunity	<b>Confidence</b> Generate bold options and decide with evidence	<b>Conversion</b> Turn choices into impact and keep momentum
<b>1. Dissect Core Problems &amp; Opportunities</b> Diagnose gaps in strategy, capabilities & market performance. Identify what's truly broken vs. what's just inefficient.	<b>4. Design Strategic Options</b> Craft multiple "where-to-play / how-to-win" game plans. Build a portfolio of strategic bets.	<b>7. Define Strategic Moves</b> Prioritise, translate options into milestones, initiatives & investment cases. Make strategy actionable.
<b>2. Define Key Opportunities</b> Map emerging trends, customer shifts & AI possibilities. Spot the white spaces where growth lives. Solve problems and seize opportunities.	<b>5. Innovate, Test &amp; Validate Options</b> Run rapid design sprints, prototypes, quick-win pilots (incl. AI proofs of concept). Let evidence guide decisions.	<b>8. Achieve Org &amp; Stakeholder Alignment</b> Cascade roles, incentives & cross-functional OKRs; build a change story. Get everyone rowing in the same direction.
<b>3. Clarify Strategic Priorities</b> Agree on "must-solve" challenges and growth themes. Create focus through ruthless prioritisation.	<b>6. Make Decisive Choices</b> Select the winning option set; define success metrics & guardrails. Commit with conviction.	<b>9. Establish Strategic Mgmt Systems</b> Launch strategy-management cadence, dashboards, AI road-map, and continuous-learning loops. Make success sustainable.

# The 3 C's

## Why A Growth Game Plan is Your Unfair Advantage

Companies with growth game plans don't just react to change - they architect their own future

### **BOTTOM LINE:**

CLARITY + CONFIDENCE + CONVERSION  
YOUR COMPETITIVE GPS IN A WORLD WHERE SPEED AND  
PRECISION DETERMINE WHO WINS

### CLARITY: UNDERSTAND THE FUTURE

Make sense of what's coming while competitors guess  
Clear direction cuts through market noise and confusion

### CONFIDENCE: DESIGN GROWTH OPTIONS, INNOVATE AND TEST RAPIDLY

Build conviction through rapid experiments, not endless analysis  
Test multiple growth options fast vs. one perfect plan slowly

### CONVERSION: TURN ACTION INTO RESULTS

Convert execution into measurable growth outcomes  
Deliver performance while others stay stuck in planning

# Your Growth Game Plan

1

## Mini-Course

*Self-Guided Strategic Mastery*

 Build CLARITY Through Structure

**R750**

*per person*

*Complete at your own pace  
• 6 months access*

Coming Soon

2

## Executive Coaching

*1-on-1 Strategic Transformation*

 Build CONFIDENCE Through Expertise

**R21,000**

*per person*

*6-8 weeks • Expert guidance •  
Accountability*

[Free Strategy Call](#)

3

## Team Leadership

*Organisation-Wide Transformation*

 CONVERT Your Entire Team

**R85,000**

*total investment*

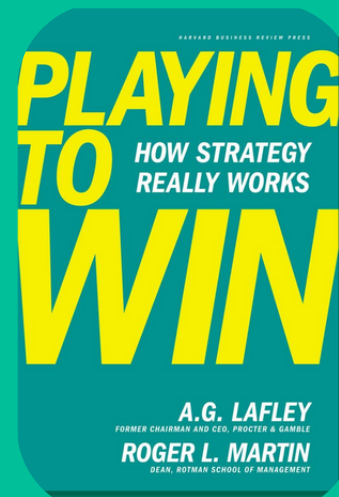
*Custom design • Face-to-face option •  
Strategy deliverable*

[Free Strategy Call](#)

# Strategic & Innovation Reference Guide

## I. Core Strategy & Innovation Foundations

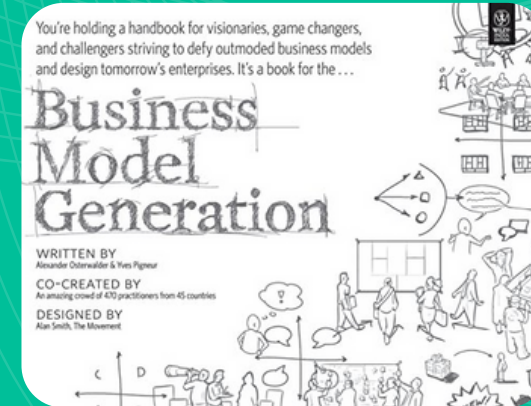
Essential reads for understanding strategic choice, business models, and innovation ecosystems.



**Playing to Win** – Lafley & Martin (2013)  
How strategy really works through defining where to play and how to win.



**The Innovator's Solution** – Christensen & Raynor (2003)  
How strategy really works through defining where to play and how to win.



**Business Model Generation** – Osterwalder & Pigneur (2010)  
Visual tools for designing innovative business models.



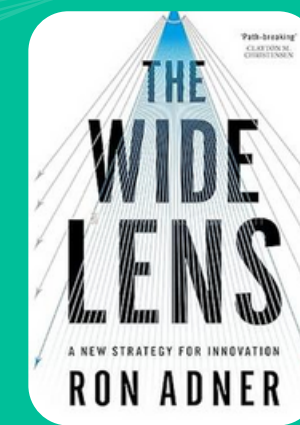
**The Art of Opportunity** – Sniukas et al. (2016)  
Strategic innovation using visual thinking.



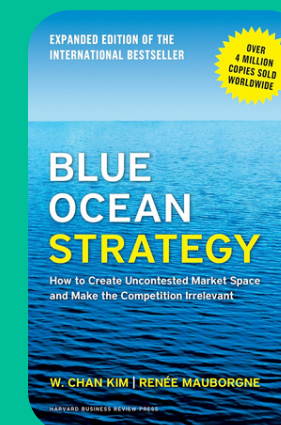
**Reinvent Your Business Model** – Johnson (2018)  
Seizing white space for transformative growth.



**The Death of Competition** – Moore (1996)  
Strategy in the age of business ecosystems.



**The Wide Lens** – Adner (2012)  
A new perspective on innovation ecosystems.



**Blue Ocean Strategy** – Kim & Mauborgne (2015)  
Creating uncontested market space and making competition irrelevant.



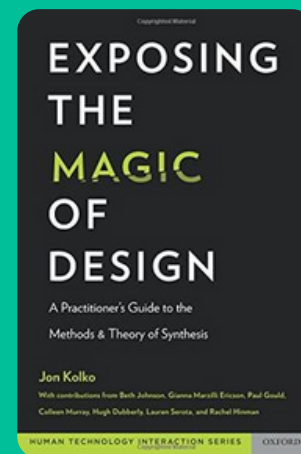
**Value Proposition Design** – Osterwalder et al. (2014)  
How to create products and services customers want.

## II. Design Thinking & Customer-Centricity

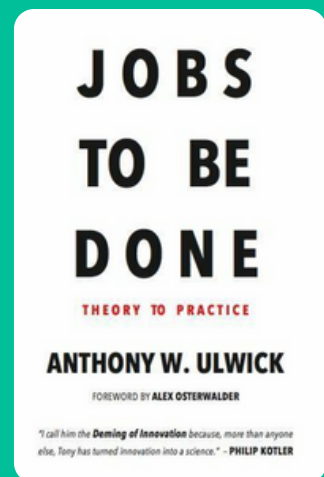
Build empathy, creativity, and customer insight into your strategy.



**Change by Design – Brown (2009)**  
How design thinking creates business and social impact.



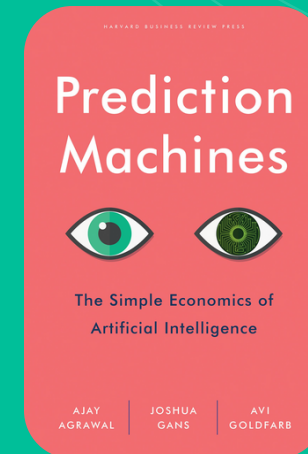
**Exposing the Magic of Design – Kolko (2015)**  
A guide to design synthesis and practitioner methods.



**Jobs to be Done – Ulwick (2016)**  
Linking customer needs to innovation strategy.

## III. AI-Augmented Strategy & Digital Transformation

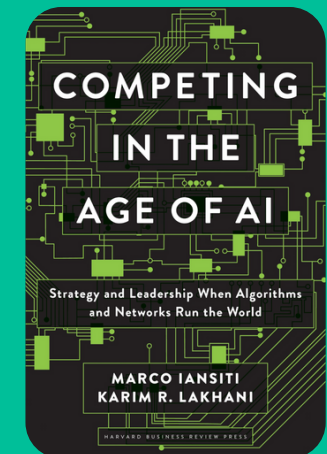
Understand the role of AI in reshaping business strategy, value chains, and decision-making.



**Prediction Machines – Agrawal, Gans & Goldfarb (2018)**  
The economics of AI and its implications for business.



**The Second Machine Age – Brynjolfsson & McAfee (2014)**  
How digital technologies transform work and growth



**Competing in the Age of AI – Iansiti & Lakhani (2020)**  
Strategy when algorithms and networks run the world.



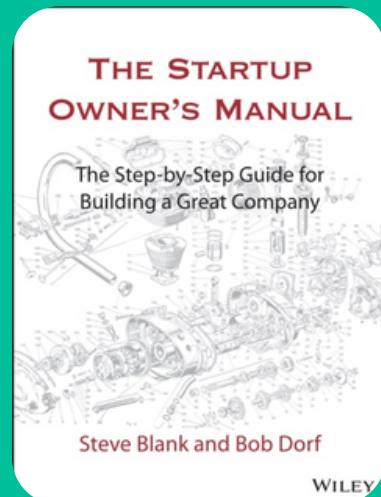
**Demystifying AI – Brock & von Wangenheim (2019)**  
The economics of AI and its implications for business.



**Human + Machine – Daugherty & Wilson (2018)**  
Reimagining work in the AI era.

## IV. Growth Execution, Agile & Scaling Playbooks

From startup lean to enterprise transformation—tools for testing, iterating, and scaling.



The startup owner's manual  
Blank, S., & Dorf, B. (2020)  
The step-by-step guide for building a great company.  
Wiley.



The Age of Agile – Denning (2018)  
How smart companies are transforming work.



Sprint – Knapp, Zeratsky & Kowitz (2016)  
How to solve big problems and test ideas in 5 days.



Running Lean – Maurya (2012)  
Move from plan A to a plan that works.



The Lean Startup – Ries (2011)  
How to use continuous innovation for successful ventures.



# Have a question?

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