

### **PRACTICE AREA:** Strategic Planning



The foundation for sustainable revenue growth is a strategic plan which defines the road map or the game plan for how your organization will achieve required growth targets.

Northpoint has a unique capability to help our clients select strategic options that

drive profitable revenue growth. Strategic planning is the key to success. As we like to say, "If you get on the wrong bus, every stop is the wrong stop."

Northpoint provides an unbiased perspective and a fact-based, analytical approach to strategic choice selection that yields successful results. Our approach is proven and supported by a full range of successful clients.

Our clients engage Northpoint at regular intervals throughout their annual planning and strategy cycles. We review their strategic options—from new market entry to channel development, product portfolio rationalization, and inorganic growth—and guide the selection of strategies that are practical, manageable, and successful.

Our strategic planning services typically include:

- 1:1 interviews with executive level planning team members and group sessions with extended planning team members
- Completion of landscape reviews, SWOT and Five Forces analyses to capture the current state for: business environment, industry trends, technology and IP portfolios, financials, organizational health and competitive assessments
- Decision support process and RACI matrix analysis
- Facilitation of the annual strategic planning process
- Post plan monitoring for results through a Key Advisor Program

We find very often that our clients have considered strategies that are likely to succeed, but have not executed them because of organizational bias. We drive progress and action—not by selling you on a radical "new" idea, but rather by executing time-tested approaches with high probabilities of success. We help you win by motivating rational action in the face of organizational inertia. We help you energize and operationalize strategies that are developed for long term success and sustainable revenue growth.

### **SUCCESS STORY**

#### **Situation:**

Water systems company needed to accelerate revenue growth and to increase the engagement of the executive team.

#### **Challenge:**

The client had an excellent product portfolio but was not optimizing market penetration and channel coverage. The client also wanted to analyze potential opportunities for disruptive market actions.

#### **Solution:**

Applied the Northpoint Business Intensification Process to identify key areas for improvement through a highly engaged cross-functional team. The team had a charter to focus on 2-5 areas to generate incremental revenue in a maximum of 6-18 months. Also applied the Northpoint Strategic Choice Structure framework.

#### **Results:**

- Pricing study completed which provided \$6.5M to bottom line.
- Identified a new \$1.0B market and technology opportunity.
- Increased channel and market access by 150%.

## ABOUT

# Northpoint Business Advisors



### Revenue Growth Experts

Since 1995, Northpoint Business Advisors has been successfully helping companies of all sizes identify new revenue sources. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should too.

We keep abreast of the latest approaches in business solutions, strategy, analysis and operations. This focus enables us to help you get a fresh perspective on what needs to change to optimize your business for accelerated revenue growth.

We are lean and agile, and experts at creating high-performance, on-demand teams. Once your project needs are identified, we will deploy a team of professionals with the highest level of experience. Our company is made up of direct employees, dozens of associates, and over 50 top-level authorities in varying business fields.

### High-Value Performance

Northpoint maintains close ties with thought leaders, industry analysts, technologists, researchers, regulators, and key executives at leading market firms. We ramp-up quickly and get expert answers and insights fast. Our "outside-in" perspective extends beyond our organization to assure all perspectives are vetted and sound before they reach your team.

### The Northpoint Revenue Growth Commitment

You may be concerned about group think and need a fresh set of eyes to look at your project. Maybe you have a critical project but don't have enough bandwidth on your team to get started. Or maybe you're stuck on a tough problem and can't sort it out. In any case, Northpoint can help. We can be your trusted business advisor and help you and your team achieve successful results quickly and efficiently. That is the Northpoint promise.

### Practice Areas

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

### Industry Expertise:

We support our clients across the full spectrum of markets. In addition to our horizontal market expertise, Northpoint provides focused domain and industry expertise in several key vertical market sectors:

- Building Technologies
- Construction
- Utilities
- Renewable Energy
- Healthcare
- Medical Devices
- Life Sciences
- High Technology
- Software
- Water Technologies