

OUTLIERS BUSINESS STRATEGY CENTRE™

Growth Strategy Toolkit™

Identify and pursue profitable growth

CEO / Strategy / BU Leaders · Flagship Edition 2026

Publication-ready resource for the Outliers Resource Library

1. Full Guide

Growth strategy identifies and pursues the best paths to profitable growth across core, adjacent and new vectors. This toolkit sizes opportunities, prioritises them and builds a governed growth portfolio.

Operating lifecycle

1. Set ambition — quantified, time-bound growth goals
2. Identify — growth opportunities across vectors
3. Size — quantify and validate opportunities
4. Prioritise — build the growth portfolio
5. Govern — fund, track and adjust

Maturity model

L1 Initial	L2 Developing	L3 Defined	L4 Managed	L5 Optimised
Ad hoc / reactive	Some structure	Standardised	Managed & measured	Adaptive & advantage-creating

Key components

- Growth ambition
- Core growth
- Adjacent expansion
- New-market / new-offer growth
- Opportunity sizing
- Growth portfolio governance

2. Templates

Growth strategy guide

How to build a coherent growth strategy.

Growth opportunity sizing workbook

Quantify and validate opportunities.

Ansoff growth matrix template

Map growth across products and markets.

Market attractiveness scorecard

Score and compare opportunities.

3. Sample Output

Illustrative growth readiness (from the Growth Strategy Assessment — sample bands):

Domain	Indicative band
Growth ambition	Established
Opportunity	Developing
Capacity	Developing
Prioritisation	Established
Governance	Developing

4. Checklists

- Growth ambition is explicit and quantified

- Opportunities identified across core, adjacent and new
- Opportunities sized and validated
- Capacity and capital to grow confirmed
- Growth initiatives prioritised and funded
- Growth governed and tracked

Governance Structure

Growth is governed through the strategy/portfolio forum under board oversight:

Layer	Role
Board	Approves strategy and capital; oversees value creation and strategic risk
Strategy / Executive Committee	Owens strategy, prioritises, governs execution
Strategy office / PMO	Runs the cycle, tracks initiatives, maintains the system
Business-unit leaders	Own strategy and delivery in their units
Initiative owners	Deliver initiatives to plan, KPIs and milestones

Reporting Example

Standard report: executive summary · progress vs target (RAG) · key metrics · risks & decisions.

Metric	Current	Target	RAG	Action
Revenue growth	12%	≥15%	Amber	Accelerate priority bets
Pipeline coverage	2.5x	≥3x	Amber	Build pipeline
New-market contribution	4%	Rising	Amber	Scale entry
Growth initiatives funded	70%	100%	Amber	Confirm funding

Board Reporting Section

Illustrative one-page board summary (replace with live data):

Item	Status	Commentary
Growth trajectory	Amber	Below ambition; pipeline building
Readiness	Amber	Capacity and prioritisation developing
Opportunity	Green	Attractive opportunities identified
Decisions sought	—	Approve funding for top growth bets

Notes & Disclaimer

This toolkit is a professional management resource. Calibrate frameworks, scoring, KPIs and governance to your organisation, sector and strategy. Targets and thresholds are illustrative and should be set by leadership.