



# Dynamics of Business Growth

Dynamics of business growth introduces participants to the dynamic character of business growth. Many business growth initiatives underperform because they misunderstand how the core elements of the business are interconnected: an aggressive push to drive sales may result in unsatisfied customers if the process and service infrastructure is not able to deliver. Similarly, investing in new resources may send the business bankrupt if sales are flat. Finally, an explosion in customer orders may force the business to restructure its finances. An intervention in any one element of the business affects all the others. In this masterclass participants learn to interpret their own and other's businesses as dynamic complex systems and practice applying systems thinking tools to develop new growth initiatives.

## *Recommended audience*

This masterclass is designed for:

- Managers of new ventures beyond the start-up phase
- Managers of businesses that are facing growth challenges
- Leaders developing new growth initiatives within larger organisations
- Executives working in policy or advisory roles affecting the growth of new businesses and industries

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Understand the dynamic relationships between parts of the business and the performance of the business as a whole
- Draw a causal diagram representing the business as a dynamic open system
- Identify growth constraints and opportunities systemically
- Design growth initiatives that develop opportunities and overcome constraints

## *Topics to be covered*

- Businesses as a complex open system
- Influence diagrams and causal maps
- Drivers and constraints to growth
- Modes of growth
- Development of integrated strategic growth initiatives
- Planning and implementation as a dynamic learning process

## *Length of session*

One full-day of combined short interactive lectures and group discussions

