ReWild Business Assessment

Actionable insight to make your business stronger and more profitable
1. The ReWild Business Assessment (RBA) provides actionable insight that you can use to make your company ___________ and ________________.

2. The RBA is driven by data and is not subject to personal _______.

3. The Key Systemic Elements section lists the top ______________ missing elements that are having the biggest impact on the business.

4. The RBA report identifies ______________________ based on surface symptoms.

5. The online submission process for the RBA takes about ______________ minutes to complete.

Learn More:
Center for Business Growth & Innovation
ReWild Business Assessment

Workshop

Describe the ReWild Business Assessment

Key Findings for Donsco (Chris Buck)

How your business can benefit
Self diagnosis has inherent bias.

It’s hard to get a clear picture of what is going on in your organization from the inside.
ReWild Business Assessment (RBA)

The most comprehensive, independent way to identify a business’s missing key systemic elements
“The findings presented in this report revealed discoveries about their business that wouldn’t have happened in the absence of this assessment.”
# The Stages of Growth Matrix

<table>
<thead>
<tr>
<th>STAGE OF GROWTH</th>
<th>STAGE 1</th>
<th>STAGE 2</th>
<th>STAGE 3</th>
<th>STAGE 4</th>
<th>STAGE 5</th>
<th>STAGE 6</th>
<th>STAGE 7</th>
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<tbody>
<tr>
<td>STAGE NAME</td>
<td>Start Up</td>
<td>Ramp-Up</td>
<td>Delegation</td>
<td>Professional</td>
<td>Integration</td>
<td>Strategic</td>
<td>Visionary</td>
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<td>Slow Getting Offerings to Market</td>
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<td>WEAK CASH FLOW</td>
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<td>Coaching</td>
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<tr>
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<tr>
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<td>50%</td>
<td>50%</td>
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<td>50%</td>
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<tr>
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<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**The Organizational Rewilding Stages of Growth Matrix TM**

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Online submission (20-30 Minutes)

Gates of Focus

All activity and focus in a business boils down to three basic categories:

- **People** - the human resources of an organization
- **Profit** - the revenue and profitability of the organization
- **Process** - the manual/automated processes and systems used by the organization

Rank the statements based on how accurately they describe how you operate as a leader, with the most accurate being on top (1) and the least accurate being on the bottom (3).

1. I take the time to ensure every task in the organization is documented to avoid a “hit-by-a-bus” issue.

2. I ensure my employees are fairly compensated and given bonuses when their work is excellent, even though I worry about the bills.

3. I keep a close eye on purchases made to ensure employees are using company money wisely.
COMPANY OBSERVATIONS

Consulting Agency is a Stage 7 company that has seen an 18% increase in the number of employees over the past year.

1. COMPANY OVERVIEW

SUBMITTED INFORMATION

- # of Employees (Today): 330
- # of Employees (1 year ago): 280
- # of Managers: 15
- # of Executives: 4
- Years in Business: 33

STAGE INFORMATION

- Current Stage: 7 (161 - 350 employees)
- Stage Name: Visionary
- Percent Through Stage: 89%
- Ideal # of Managers: 27 - 45
- Ideal # of Executives: 9 - 15
- Incoming Transition: Wind Tunnel (ends at 170 employees)
- Current Zone: Functional
- Outgoing Transition: N/A

SUMMARY

Stage 7 is the Visionary stage, where it is the CEO’s job to recapture the entrepreneurial spirit that was present in smaller stages. It is important to reframe the company’s business model to optimize company margins, rethink the 3 Revenue Groups, and innovate with others. The leader should be selling every day to large customer accounts to keep the pulse of customer needs. It’s important that all employees know how the company makes and keeps money to help the company generate, track, and preserve cash. The workplace community needs to be revitalized by innovating the core values program and establishing a citizenship recognition and reward program. The CEO should practice “in-person by walking around” daily, interacting with employees on a personal level, since they are the priority.
Key Elements

10. KEY ELEMENTS

Listed below by priority are the Key Elements that are missing or not sufficiently infused into the organization’s ecosystem. Once infused, these Elements will create positive ripple effects throughout the company and place it on the path to becoming a more exceptional business.

1. Strong Management Team

In a Stage 7 business, the Leadership and Management Teams typically oversee the productivity, well-being, and development of 80% of the company’s employees. An investment in this layer will have a cascading effect throughout the organization. While the organization has likely developed common language for its operations, the Leadership and Management Teams often lack shared language to communicate about important business concepts and strategies. When a strong management team is missing, it results in employees who are disengaged, an organization that is limited in its ability to grow, and a leadership team facing burnout due to the inability to delegate operational responsibilities.

2. Business Model

The key reason that 95% of all midsize businesses underperform is because they lack a powerful, innovative business model. The pressures from uncontrolling competition and a dynamic marketplace requires business leaders to clearly understand the fundamental design of their business. It is typical that companies that reach Stage 7 cannot sustain growth based on the original design of the business. They must rejig the spirit of innovation embedded in earlier Stages. Re-evaluating your Business Model in Stage 7 will address many of the challenges faced by the organization while building the foundation required for a scalable, sustainable company with high gross profit margins and resilience to survive marketplace changes. A weak business model results in a host of challenges, including inadequate revenue/profit, ineffective business development, lack of differentiation, and unclear strategies.

3. Brand & Core Values

Brand Values are the company’s promise to the market. They shape the customer experience. Core Values are the promise to the team. They direct how the team interacts. Values are the most important unifying factor for an organization. Shared values draw diverse individuals into a cohesive team by clarifying what is important and what is expected. By Stage 7, these values must be clearly defined to people how people behave toward each other within the organization and direct how the organization interacts with its customers. If properly supported and rewarded, these values will inform decision-making at every level, creating greater consistency in performance. Organizations that lack strong Brand Values and clear Core Values will experience a lack of staff buy-in, a culture that is resistant to change, employee turnover, and products that are not differentiated.

4. Master Processes

By Stage 7, the organization should already have in place scalable processes and systems to support future growth. The company should be investing in the identification, acquisition, and implementation of new processes and systems. Investing in these processes will ensure the organization can sustain growth. Weak, unclear, or underdeveloped Master Processes (processes that are foundational to the business’s existence) result in periods of destabilizing chaos, poor staff training, weak project management, and high cost of lost expertise.

5. Business Development Structure

To create a consistent, growing revenue stream, a Stage 7 company needs strong leadership and clear structures for Business Development (Marketing, Sales, and Customer Services). Business Development must have integrated systems and a comprehensive strategy that aligns lead generation, sales efforts, and customer satisfaction. The Leadership Team should be actively involved in selling to large customers to keep the pulse on the marketplace. Organizations that lack Business Development Structure experience inadequate revenue/profit, lack of capital to grow, and being slow to get new offerings to the market.
ReWild Business Assessment

Benefits

- **Individualized** analysis based on data submitted
- Provides **unbiased**, data-driven feedback on the **strengths and weaknesses** of an organization
- Identifies **root causes** based on surface symptoms
- Delivers **actionable priorities** for moving the organization forward
ReWild Business Assessment

Workshop

What is the ReWild Business Assessment

Key findings for Donsco (Chris Buck)

How your business can benefit
RBA Findings for Donsco (Chris Buck)

- **Gates of Focus**
  - **Stage 7 Ideal:** (1) People (2) Process (3) Profit
  - **Currently:** (1) Process (2) Profit (3) People

- **Three Faces of a Leader**
  - **Stage 7 Ideal:** Visionary (75%), Manager (20%), Specialist (5%)
  - **Currently:** Visionary (20%), Manager (30%), Specialist (50%)

- **Non-Negotiable Rules**
  - 28 out of 43 Non-Negotiable Rules not complete
  - Start with early-stage rules

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### Stages of Growth

<table>
<thead>
<tr>
<th>Stage Name</th>
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<td>Strategic</td>
<td>Visionary</td>
</tr>
<tr>
<td><strong># of Employees</strong></td>
<td>1 - 10</td>
<td>11 - 19</td>
<td>20 - 34</td>
<td>25 - 57</td>
<td>58 - 95</td>
<td>96 - 160</td>
<td>161 - 250</td>
</tr>
<tr>
<td><strong># of Managers</strong></td>
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<td>1 - 1</td>
<td>3 - 5</td>
<td>6 - 10</td>
<td>11 - 16</td>
<td>17 - 24</td>
<td>27 - 46</td>
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<tr>
<td><strong># of Executives</strong></td>
<td>1</td>
<td>2 - 3</td>
<td>4 - 8</td>
<td>6 - 12</td>
<td>8 - 15</td>
<td>15 - 20</td>
<td>21 - 25</td>
</tr>
</tbody>
</table>

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### Classic Challenges

- Inadequate Sales
- Leadership-Staff Gap
- Weak Cash Flow

- Inadequate Sales
- Lack of Staff Buy-In
- Weak Business Model

- Skilled to Chaos
- Hiring Quality People
- Core Values Under

- Difficulty Diagnosing Problems
- Employee Turnover
- Difficulty Forecasting Problems
- Ineffective New Staff Orientation

- Unprofitable to Grow
- Lack of Staff Buy-In
- Weak Business Model

- Unprofitable to Grow
- Leadership-Staff Gap
- Weak Business Model

- Unprofitable to Grow
- Leadership-Staff Gap
- Weak Business Model

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### The Organizational Rewilding Stages of Growth Matrix™

- **Executive:** Dominant
- **Manager:** Supportive
- **Staff:** Facilitative
- **Primary:** Visionary
- **Secondary:** Coaching
- **Tertiary:** Commanding
- **Manager:** Visionary
- **Tertiary:** Supportive
- **Manager:** Supportive
- **Employee:** Facilitative

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RBA Findings for Donsco (Chris Buck)

10. KEY ELEMENTS

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4. Organizational Structure
A Stage 7 company requires an increasing level of organizational structure in order to help employees understand their roles and responsibilities, which allows them to achieve greater success. Effective organizational structures produce structure, clarity, and focus for the entire organization. The absence of structure in the organization produces chaos and organizational trauma. Companies missing this element typically experience a culture resistant to change, periods of destabilizing chaos, employee turnover, and challenges in hiring quality people.

5. Business Development Structure
To create a consistent, growing revenue stream, a Stage 7 company needs strong leadership and clear structures for Business Development (Marketing, Sales, and Customer Service). Business Development must have integrated systems and a comprehensive strategy that aligns lead generation, sales efforts, and customer satisfaction. The Leadership Team should be actively involved in selling to large customers to keep the pulse on the marketplace. Organizations that lack Business Development Structure experience inadequate revenue/profit, lack of capital to grow, and being slow to get new offerings to the market.
Infusing Elements into a Business

Resources available for “Do It Yourself” or with assistance from an Adviser
RBA participants discover 3 things.

1. Reinforces what they have previously identified or felt in their gut.

2. Identifies the root causes of ongoing challenges that were previously not understood.

3. Prioritizes initiatives by what will have the biggest impact.
Donsco RBA Findings Questions?
ReWild Business Assessment Workshop

What is the ReWild Business Assessment

Example Discoveries: Chris Buck/Donsco

How your business can benefit
Next Step

- Normal investment - $995
- Event participant price: $500 (through 2/29)
- Center for Business Growth & Innovation scholarships available to cover the entire cost for up to five companies

Learn more at:
Thank you for your time and attention!

Questions & Answers

Presented by:

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