

# Developing a Focused Growth Strategy

## Your Blueprint of Driving Profitable Growth

by **Dr. Mark L. Frigo**, Director of the Center for Strategy, Execution and Valuation, DePaul University, Chicago

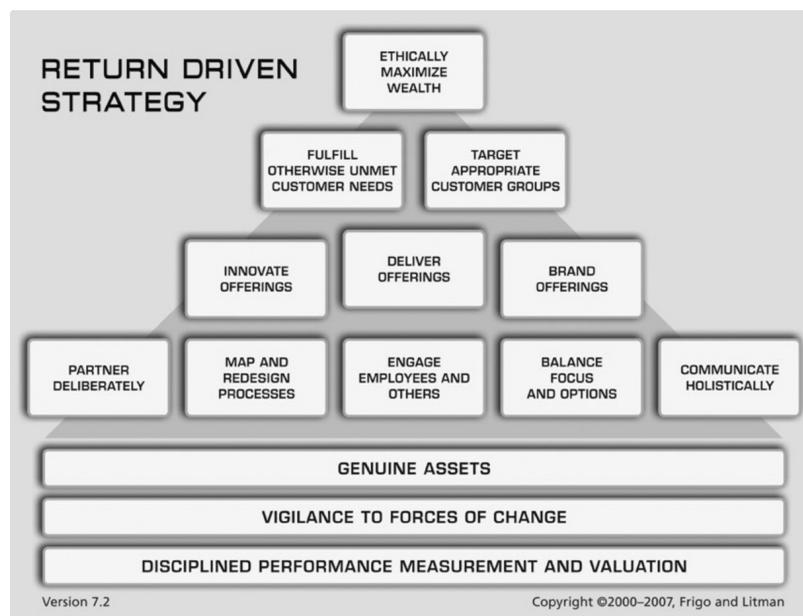


Business owners and operators who want to dramatically improve their business and increase its value should mark their calendar to attend the education session with DePaul University's Dr. Mark L. Frigo as he returns to the OneShow with a powerful, in-depth guide for developing a focused growth strategy. Dr. Frigo will present exciting new material focused on helping business owners develop and execute growth strategies. Companies using Dr. Frigo's approach have achieved double digit revenue and profitability growth during the last few years, defying the headwinds of the global recession.

Dr. Frigo will present seven steps for developing a focused growth strategy for your business using the "Return Driven Strategy" framework which has been used by business owners and entrepreneurs to drive profitable growth. He will present easy-to-use tools for developing your growth strategy and executing it. He will also discuss the forces of change in technology, customer trends and regulations that NAMA members should consider in developing their growth strategies.

Here are some of the takeaways you can expect from the session:

- How to set the right growth goals for your business
- Targeting the right customers/getting rid of the wrong customers
- Finding ways to innovate without going broke



- How to price your offerings for greater profitability and growth
- Improving the way you operate to improve growth opportunities
- Improving your brand and reputation
- Strategic partnering to pursue growth opportunities
- Knowing your Keys to Success and Genuine Assets
- Using the right incentives and performance measures to drive the business toward greater valuation of the company
- How to develop a One-Page Focused Growth Strategy

Here is what entrepreneurs who have used the framework to develop growth strategies have said about the framework.

"Return Driven Strategy helped us to create a REAL Strategic Plan and gave us the tools to improve every facet of our business. The result: sales: UP; profits: UP; and we are a

better company in just about every area of our business. It helped us to think differently about our business. The bottom line, after using the Return Driven Strategy to drive our business, the value of our company has increase by 60% during the last few years."

-Terry Groff, Chairman,  
Reading Bakery Systems

"The Return Driven Strategy framework has provided a blueprint for driving the tremendous growth and profitability of our business."

-Russell Gottesman, CEO and  
Founder, Commuter Advertising, Inc.

Dr. Mark L. Frigo will be a featured speaker at the NAMA OneShow, April 25-27th in Las Vegas. Attend his complimentary education session on Wednesday, April 25th from 11:00am-12:30pm on "Developing a Focused Growth Strategy: A Blueprint for Driving Profitable Growth". Dr. Mark L. Frigo is Director of the Center for Strategy, Execution and Valuation at DePaul University in Chicago, author of the book *DRIVEN*, and advisor to CEOs for Inc 500 and Fortune 500 companies ([www.markfrigo.com](http://www.markfrigo.com)).