WADHWANI FOUNDATION

PLAYBOOK

Growth Discovery Bootcamp

A practical guide to finding your growth direction: say why growth matters, listen to customers, name today's pressures and choose one primary path. Led by Ajay Batra.



GROWTH THAT BUILDS, NOT BREAKS

The facilitator showed two ventures. One doubled revenue in a year but was read as growth at any cost, with too much focus on the top line. The other grew 50% and fixed its issues. He said a healthy 40 to 50% in year one is far better than 100% that breaks you.

Source: Two ventures shown in the session by Ajay Batra (details changed)

OBJECTIVE OF THIS SESSION

This Playbook is about clarity, not a finished plan. You will say why growth matters to you, understand why customers choose you and what they want improved, name today's pressures, and pick one primary growth path with up to two supporting ones, to take into the business planning workshops.

WHAT THIS PLAYBOOK COVERS

For your growth direction

- Say why growth matters to you and the business
- Learn why customers choose you and what to improve
- Name today's pressures, threats and opportunities
- Choose one primary growth path from five triggers
- Test your choice and prepare for business planning

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Session	Business Challenges & Expert Guidance	Case Studies Covered	Growth Readiness & Action Guide	Tool_Growth Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation Growth Discovery Bootcamp, conducted by Ajay Batra.