

Growth Avenues

Objective Five

Growth is no longer a simple matter of selling more widgets or services, or creating new unique products or services that capitalize on the needs of the market at any given time.



Organic Growth as defined here is certainly that. It is critical towards building not only a secure financial platform but also a market presence. Taking and building from the Business Alignment Objective, we will work on developing both internal and external avenues for growth.

Internally, I will work with the organization to define growth what markets, products, resources and capabilities will the company need to develop to grow the organization organically. This is both Strategic as well as Operational. For Organic Growth to take place and be a key component to a company's overall Strategic Growth goals, the organization will need to recognize that its revenue growth be achieved both by its business development activities as well as its internal support mechanisms. Successful organic growth comes from developing clear market needs and targets and then creating an infrastructure that defines these needs, and develops the products or services to meet the market demands. At the same time procedurally developing the financial capability to finance and support new and additional revenue opportunities. It's all about creating or ensuring that the organizations' financial structure and tools are in place to do so.

Externally, I will work together with both the strategic and financial leaders of the organization to develop plans for growth through acquisition. A common belief of many organizations is that they are too small, not capitalized well enough; don't have a significant position in their market to acquire a new entity, etc. The reality is that a company with the right infrastructure, the right RoadMap (RM), strong visualization and targeting of who they are and where they want to be can do so. With the development of the right financial tools and relationships, the organization can carve out financial planning around creating avenues for working "on" the company and not just merely "in" the company.

From this, the organization can then become the "Cat" to the "Mouse".

I work to develop both Internal and External Strategic Growth Avenues for the organization.

My involvement assures the company or organization is exercising all of its strategic options and creating yet another RoadMap (RM) of its financial positioning and capabilities. Definition of candidates for acquisition or strategic alliances/additions is a key component and catalyst for any financial function to either get energized or develop a sense and a role towards Strategic Growth.

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Ultimately, this helps and challenges the organization's key financial proprietors with defining and developing tools that can potentially fit with the strategic RoadMap, its overall sense of direction and ultimate end-point