

The dynamics in our environment require businesses to adapt to a continuous stream of change to innovate and compete. Research asserts that up to 70% of change initiatives fail. These initiatives range from changes in employee benefit offerings to large, complex technical implementations.

Organizations are challenged by facing too many initiatives at one time. They are also challenged by not managing any of them well.

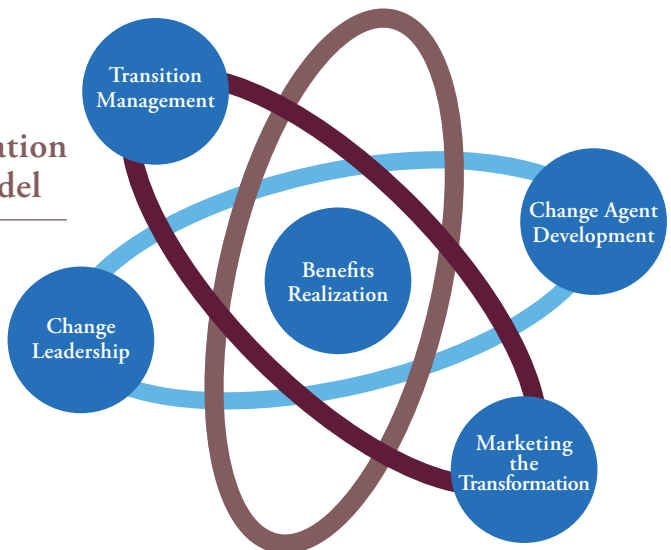
Failure of change initiatives or even slow adoption of changes delay the organization's ability to realize the business benefits expected from the change. Generally, initiative failure can be attributed to:

- Resistance due to fear of change or the unknown; fear of failure; loss of control
- Lack of executive sponsorship
- Lack of management commitment
- Poor/lack of two way communication
- Engagement of targets of change too late in the process

Organizations that are adaptive and able to embrace improvements that are required for long term sustainability have a formal approach to articulating the vision of the change and rallying those impacted by it to see its value.

Our Transformation Adoption Framework is designed to guide your organization through change initiatives.

## The Transformation Adoption Model





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## Who We Are

The Growth Strategy Group was founded in 2007 by Marianne S. Hewitt following a 20 year career as a corporate executive and consulting leader serving global and mid-size businesses. Recognizing the incredible power of marketing and sales technologies to drive growth, Marianne and her partners work with C-level executives and their teams to implement marketing programs that drive customer engagement and demand generation through prudent application of marketing technologies.

We are a group of executive consultants passionate about helping businesses reach their growth potential.

The value proposition to you:

- Deep expertise and thought leadership
- The experience to lead . . . or follow
- Hands-on approach to get the right things done quickly
- A pragmatic alternative to strategy and implementation consultancies.

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## What We Do

The Growth Strategy Group works with marketing, sales and technology leaders to establish marketing to sales solutions that drive organic growth and show real return on marketing investment.

Our services include:

- Actionable marketing/marketing technology strategies
- Evaluation and selection of marketing to sales technologies
- Implementation of the leading marketing to sales technology solutions
- Marketing and sales transformation and alignment
- Digital marketing maturity assessments
- Segmentation strategies and personalization
- Program management of digital transformation initiatives

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## How We Do It

Our exceptional implementation skills will engage your organization and facilitate real change resulting in increased productivity and improved effectiveness. We are skilled in crafting implementation roadmaps that deliver capabilities timed to self-fund future investments.

We are your thinking and implementation partners.  
We are vested in your success.

**The results:** • Increased sales • Loyal customers • Profitable **GROWTH ACHIEVED.**