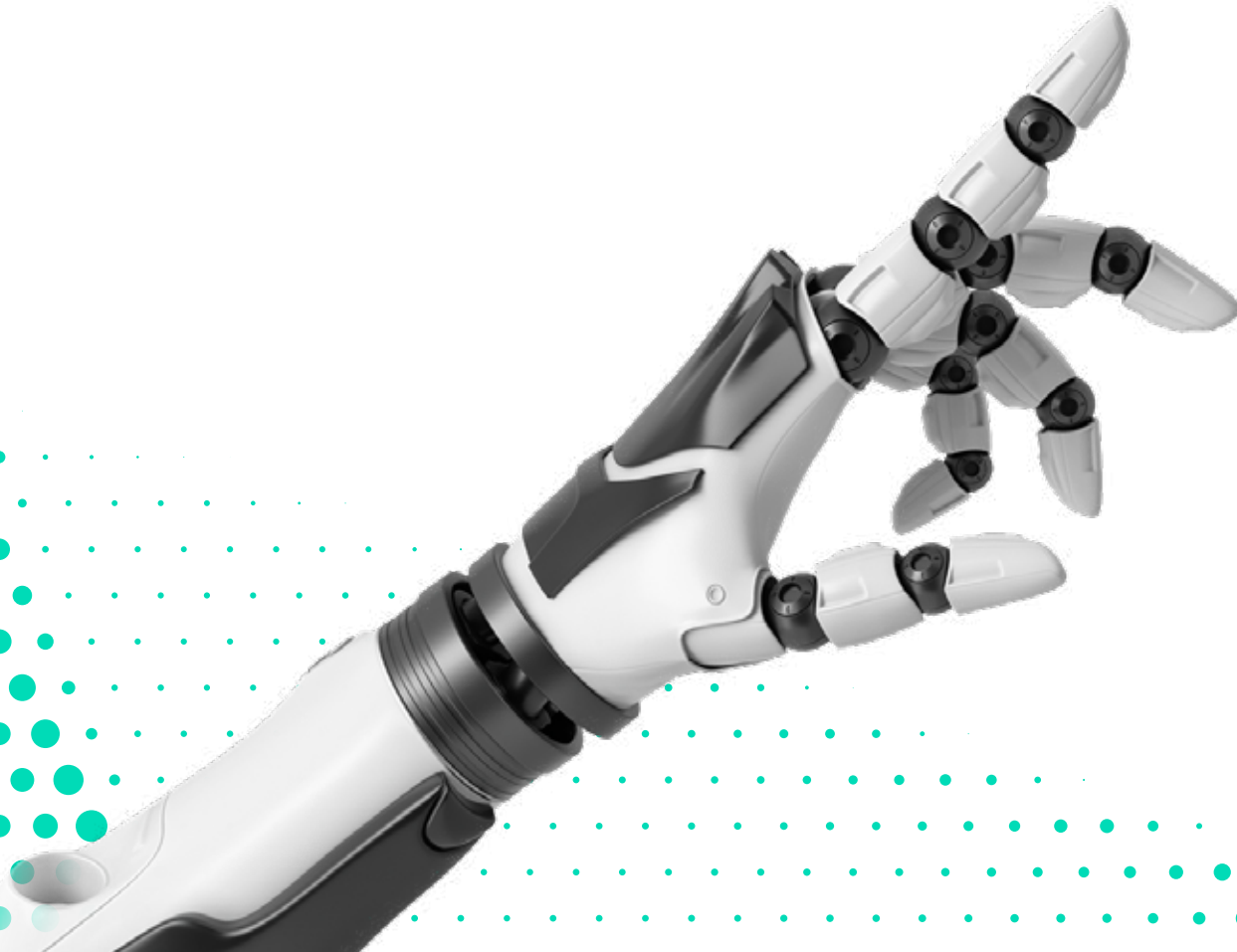
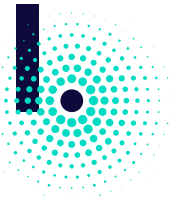


ruh!



**Defining
your path
to growth**

Your steps to growth.

- 01** Defining goals.
- 02** Defining situation.
- 03** Defining the path.
- 04** Defining the gaps.

01

Defining Goals .

- **What are your goals for growth?**
- **What is the timing in which you will need to achieve the defined goals?**
- **How will you grow?**
 - Expansion into a new market or industry.
 - Deeper penetration into an existing market.
 - Introduction of a new product or service.

02

Defining situation.

- **What unmet customer needs or gaps will you address?**
- **What core competencies will you leverage to satisfy customer needs?**
- **What customer types will you target to gain initial success?**
- **What value will you deliver to your target customers?**
- **How will you win and retain customers?**

03

Defining the path.

- **What is your Growth Plan?**
 - What Strategic Objectives need to be realized?
 - What Key Milestones need to be achieved in the first 12-18months for success?
 - What Key Assumptions will influence your success?
 - What Key Signals will you monitor to understand the effectiveness of your strategy?
 - What Key Resources, personnel, partners are needed?

04

Defining the gaps.

- **What gaps or barriers need to be overcome to realize your Goals?**
 - Knowledge, Experience, Expertise
 - Technology, Products, Services
 - Access to Target Customers, Industry Partners

**Interested in our services or
want to discuss opportunities?**

Let's talk

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