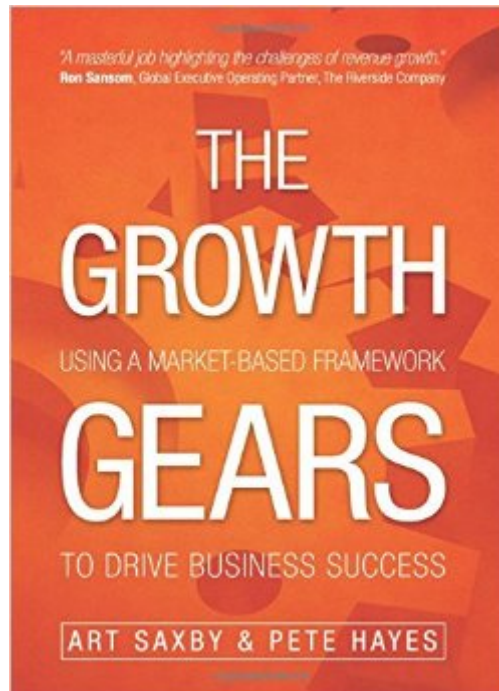


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# The Growth Gears: Using A Market-Based Framework To Drive Business Success



## Synopsis

WHY DO THE BEST RUN COMPANIES OFTEN HAVE THE HARDEST TIME GROWING? Are you running a highly successful company that just doesn't seem to be growing? You may be so operationally focused that you've ignored one of the most important aspects of an expanding business—working from a market-based perspective. In *The Growth Gears*, Art Saxby and Pete Hayes share their linear method of transforming into a market-focused organization. This book provides a simple framework as well as tools and action steps for identifying and adding these "gears" to give your company a set of repeatable behaviors and processes to fully capitalize on your market potential. Pete and Art bring their years of executive marketing experience, and their years of building a national management consulting firm, to lead you from insight to strategy to execution. In these pages, you will learn how to:

- Determine if your business is operationally oriented or market oriented
- Identify opportunities for business growth
- Understand why marketing execution is sometimes not effective
- Assure ongoing market relevance
- Increase the returns on your marketing programs

Align your organization and your employees behind your market-focused initiatives to lead your organization to new levels of growth!

## Book Information

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## Customer Reviews

Several years ago, Gary Harpst wrote the book *Six Disciplines Execution Revolution*. In that book, he included a matrix that's stuck with me to this very day. In short, the matrix reveals it's difficult to be a growing company AND a profitable one at the same time. For years, I've believed that,

especially since I see it in my client base. And then I read *The Growth Gears*. In short, I call it the ultimate playbook to be both profitable and becoming a growth machine at the same time. The authors focus on the marketing side of the equation. But it's written in such a way that's very accessible for the CEO, CFO, or any other team member charged with growth in his/her organization. But are you a CMO or head of marketing? Don't worry, this book focuses on strategy, not just tactics--you'll benefit from it too. I don't want to give away too much of the book, but here are some key takeaways and things I liked about the book ...

1. The authors clearly differentiate between operationally-focused companies and market-focused organizations. That's sticky and resonates. Again, the focus is on the latter, implementing marketing-based strategies that coincide with the ops-focused strategies.
2. The authors asked great questions at the end of each chapter. Have a senior management team? Get this book for everyone, and then go over the questions together.
3. Loved the story about the delivery people going to the bathroom at every stop. Brilliant.
4. While it's incredibly simple and nothing new, the authors make the four-quadrant box in growing a business come alive. Many a marketing and growth strategy should start at this matrix. This may have been my favorite section of the book.
5. The execution section is easy to absorb too.

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