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Workshop Proposal

“Portfolio Growth”

Abstract

You’ve got a number of portfolio assets in your business. They generate returns, but they also consume cash. They could be various types of services, they could be different types of products, or a combination.

How do you make sure you are investing in the right way to maximise their returns to your business?

This interactive workshop levels up the BCG growth matrix to placing business assets into the framework to then discern the next best step for each.

Suitable for 6+ participants at the executive or board level of a company assessing ~10 assets.

Learning Objectives

1. Communication level up, Radical Candor
2. Introduction to the BCG Growth Matrix
3. Placement of portfolio assets into BCG Growth Matrix with Group Wisdom
4. Selection of next best action per portfolio asset

Deliverables

1. 1:1 Calls with participants pre and post session
2. 6 – 8 hour workshop
3. Provision of BCG Growth Matrix Asset Plot
4. All voting results and agreed actions documented on that day
5. An execution plan ready for immediate implementation.

References

Charlie Nowaczec – CEO, Boardpro charlie@boardpro.com

Joel Smith – CEO, Affinity Payroll joels@affinityteam.com