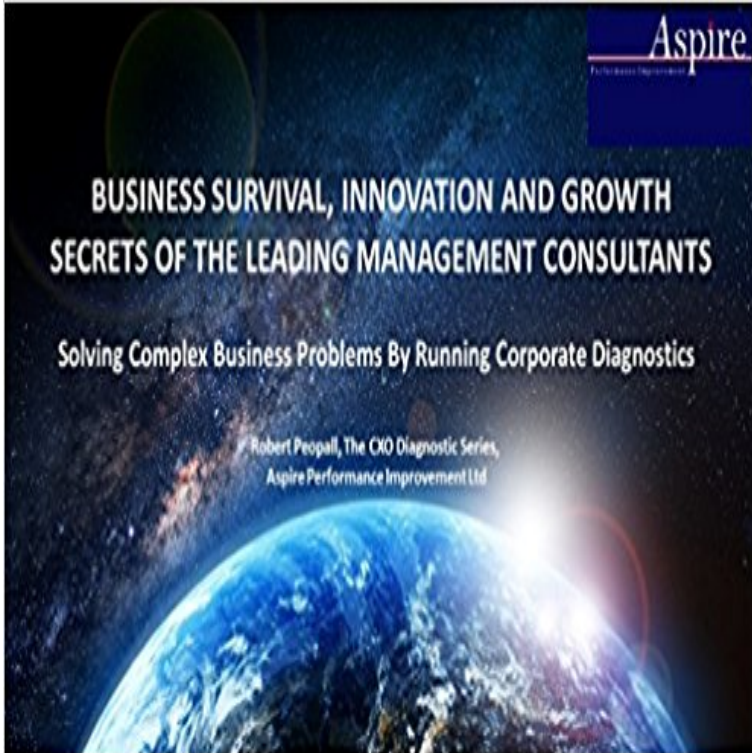


# Business Survival, Innovation and Growth: Solving Complex Business Problems By Running Corporate Diagnostics (The Aspire Performance Improvement CXO Diagnostic Series Book 1)



Business Survival, Innovation and Growth helps organisations to think through and prioritise an action plan to Turnaround, Stabilise, Optimise, Transform and/or Grow their business depending on their current situation and future objectives. The book provides the management team with a practical and proven approach to identify the major problems impacting the business and solve them through the definition of a roadmap for transformational change justified by a viable business case. The outcomes for the business / client include: Significant consultancy fees avoided or minimised Economy, efficiency and effectiveness improvements identified, planned and delivered through a single integrated and unified transformation programme Stakeholders aligned and strategic, tactical and operational objectives fulfilled A stable, robust and resilient business and technology landscape delivered to their customers through an enhanced customer experience Significant tangible value delivered to the bottom line of the business Better motivated staff who take pride in moving the business forward by being directly involved in driving positive change rather than being kept at arms length by external third party resources. The book and the Aspire Performance Improvement business aims to break the organisations dependency on external consultancy firms by giving the organisation the approach, framework and tools to tackle their own problems. Therefore, avoiding or minimising the need for expensive consultancy fees and adding greater value to the bottom line by replacing traditional consulting models with a leaner, digital, e-learning based / training led, self-service diagnostic approach. The unique IP provided in the book includes 18 Performance Improvement Diagnostic models designed to help the management team members of any public or private sector organisation.

The approach can be applied in any industry sector or geographic region or applied to any one or all business functions or product/service lines to drive significant business performance improvement. The book is designed to help the following audiences: The Chief Executive Officer Community, all Directors, Board and Senior Management team members to help them reduce consultancy fees and take direct control of fixing their own problems. Aspiring Senior Managers, Managers and Employees that want to help the business address their problems and aspire to emulate their senior peers. Sales professionals that want to develop closer business relationships with the CXO community by demonstrating better understanding and empathy with CXO community challenges, leading to increased sales. Independent Consultants who wish to develop closer relationships and business opportunities with existing and prospective clients to grow their businesses. Entrepreneurs who wish to avoid some of the pitfalls and traps that their peers fall into as their businesses expand. Graduates and Undergraduates interested in understanding more about the pressures, challenges and concerns of the CXO community across all business functional areas to help determine their choice of career path and increase their general commercial and business awareness. At the book's heart is the unique series of 18 diagnostic frameworks covering all primary and support functions. The book focuses on the over-arching CEO (Chief Executive Officer) Diagnostic that looks at the business as a whole. This is just the first book in the CXO Diagnostic series of books to follow. The aim of the book series is to help management teams to apply a practical and proven set of frameworks developed from 30 years business and technology consulting experiences gained from working with many of the world's leading global organisations. My hope is to help as many businesses as possible by sharing common

mistakes, traps and pitfalls that organisations fall into time and time again by helping to avoid them in th

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