



SCALING UP AND GROWTH STRATEGIES

Presented by

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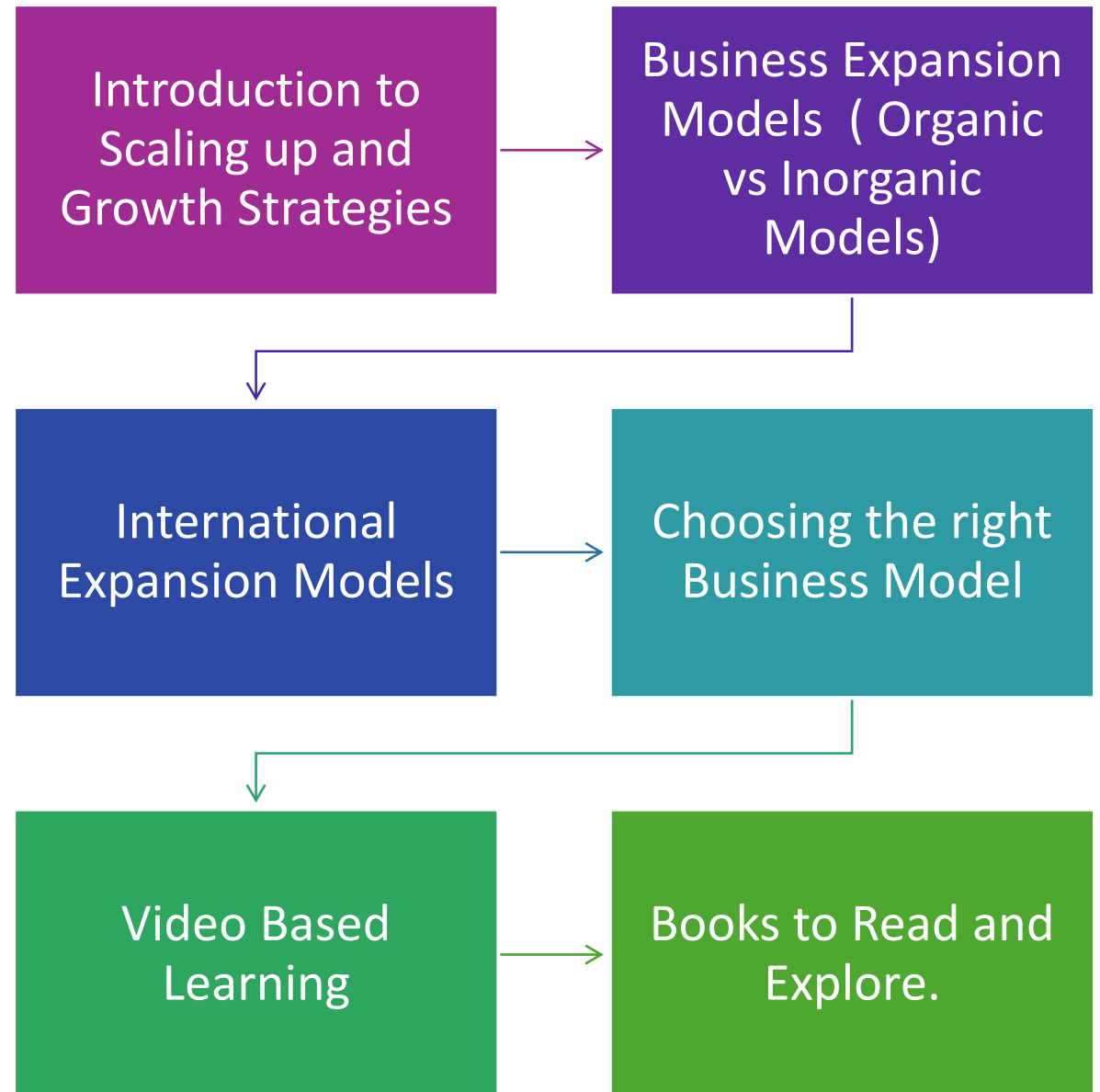
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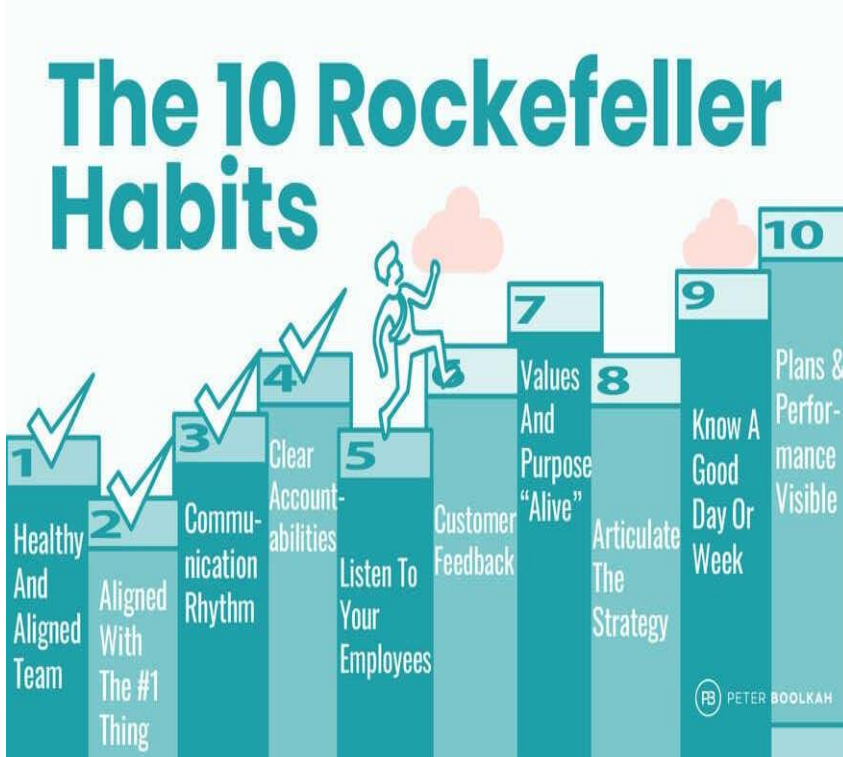
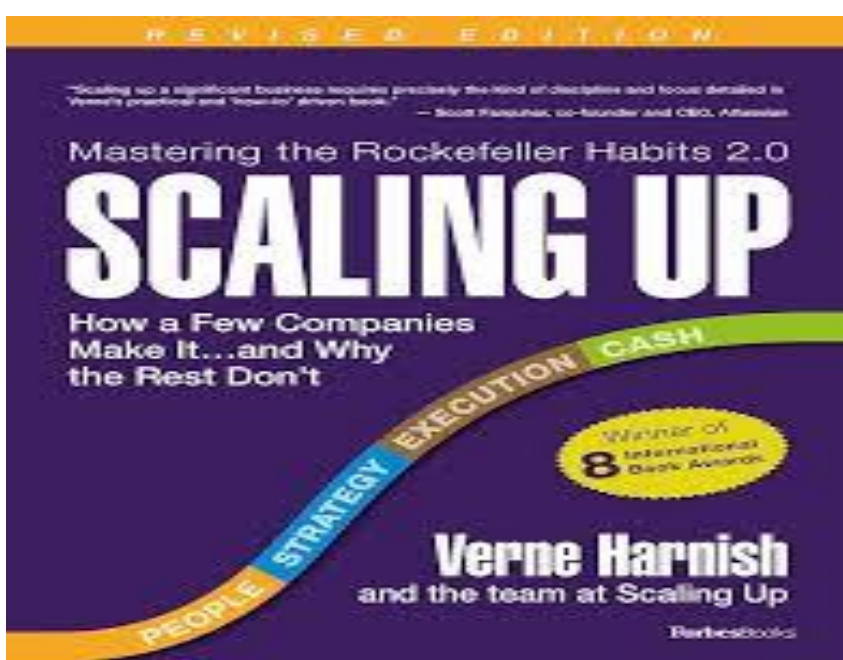
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OUTLINE OF THE PRESENTATION

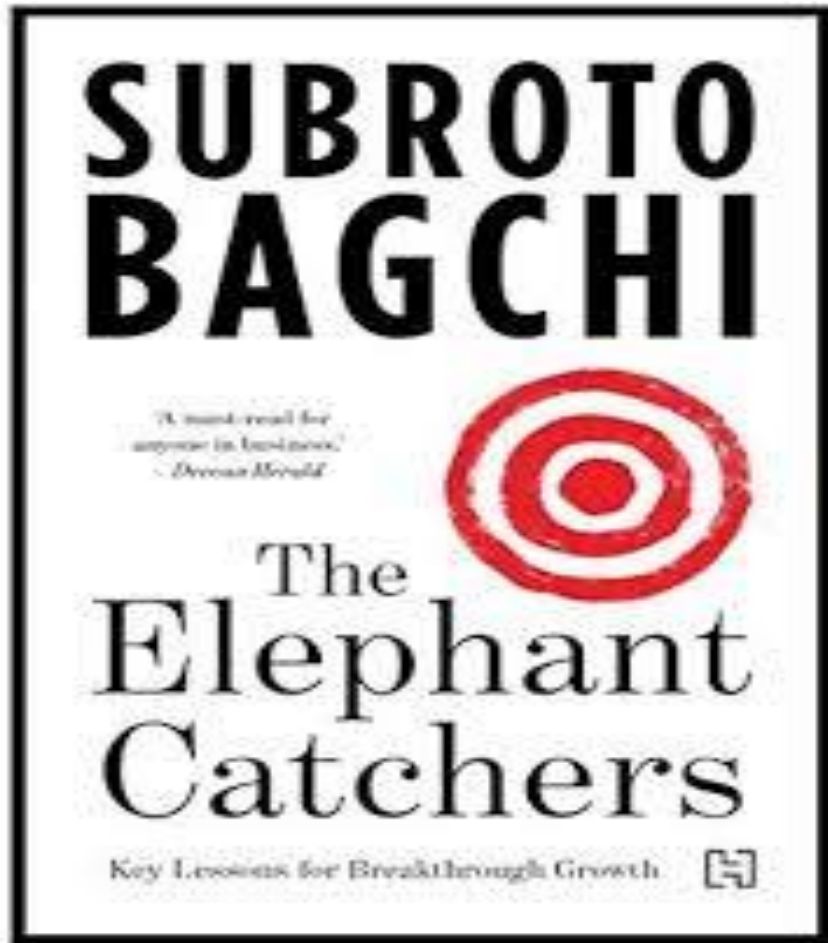




10 ROCKFELLER HABITS FOR SCALING UP

- These habits are the ones that JD Rockefeller used in principle to build Standard Oil.
- Verne talks about these Habits in his business book Scaling Up "Mastering the Rockefeller Habits 2.0"
- In 2014, Canadian eyewear company Coastal.com was purchased by Essilor International for CAD\$430 million, and it was the largest investment in an e-commerce company in Canadian history.
- Coastal.com's founder and CEO Roger Hardy credits these results to the disciplined execution of The Rockefeller Habits.

SIX MULTIDIMENSIONAL WAYS IN WHICH STARTUPS CAN SCALE UP



1. Build comfort with scale
2. Change visibly and clearly every five years
3. Scale your intellect
4. Pay attention to scaling reputation
5. Scale people in your team
6. Scale to cope adversity

The Captainship

FIRST GEN ENTREPRENEURS

SANJEEV AGGARWAL
SUBROTO BAGCHI
GIRISH BATRA
SANJEEV BIKHCHANDANI
ASHISH DHAWAN
ASHISH GUPTA
ZIA MODY
SATYA NARAYANAN
VIJAY SHEKHAR SHARMA

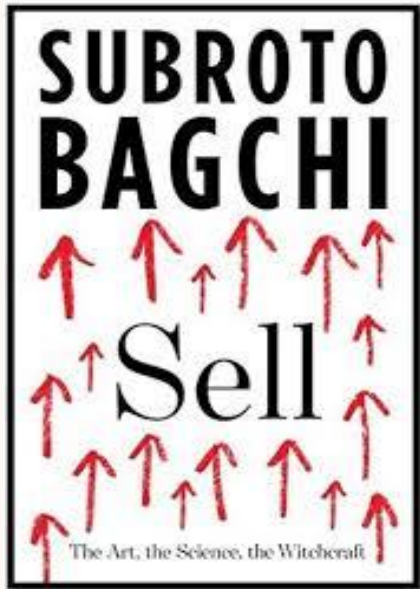
Editor
ANYA GUPTA

Illustrator
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NARRATIVES OF FIRST-GENERATION ENTREPRENEURS

- The Captainship is a collection of first-person narratives of nine first-generation Indian entrepreneurs, they all most respected for their value-based approach to organization building.
- The purpose of this collection is to share the journeys of the entrepreneurs as ordinary youths, with all the normal joys and insecurities of childhood and adolescence.
- The title The Captainship is inspired by the famous line from William Ernest Henley's poem 'Invictus': 'I am the master of my fate: I am the captain of my soul.'

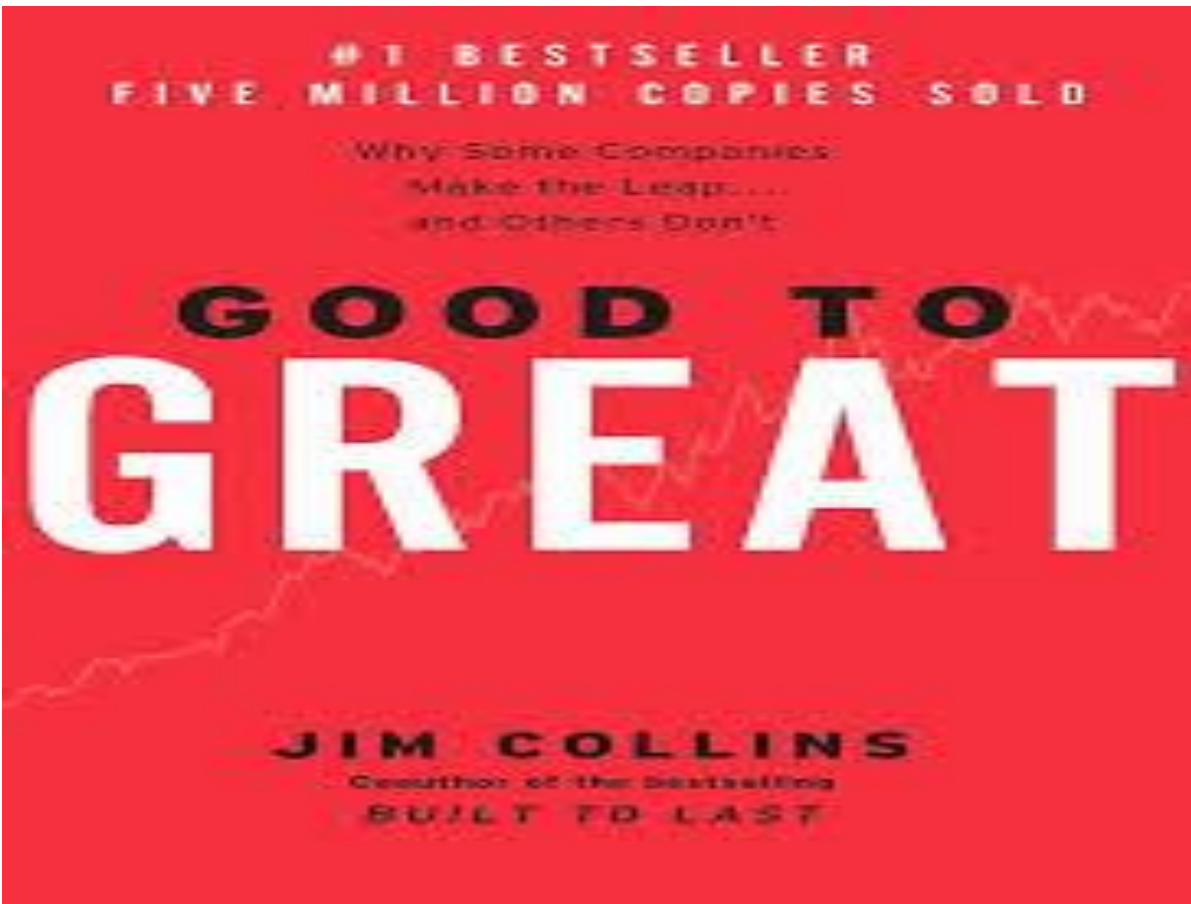
Vision, Strategy and Growth



If your vision is to cross the ocean, you won't build the Bamboo Bridge.

If you are not ambitious enough to scale and scale big, you will not need to engage with term strategy.

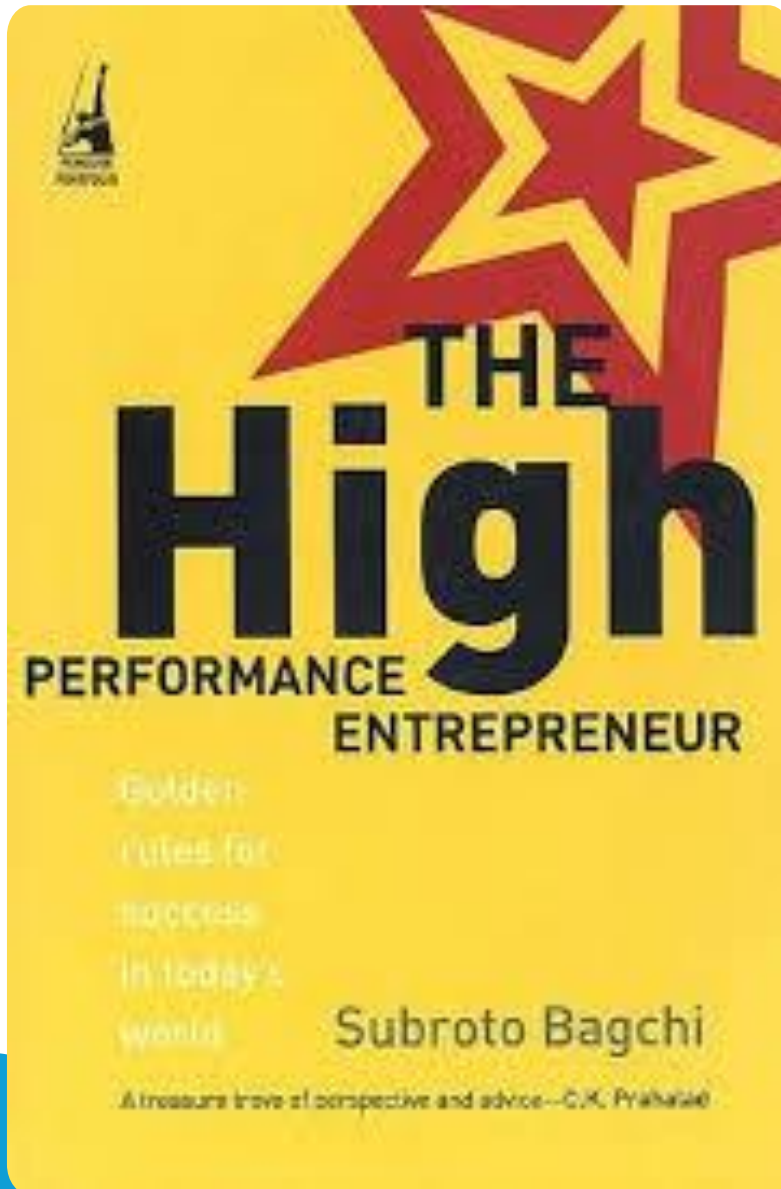
Great strategy is not a child of reason it is an act of an emotion



Level 5 Leadership

- Level 5 leaders have humility, and they don't seek success for their own glory; rather, success is necessary so that the team and organization can thrive.
- The concept of Level 5 Leadership was created by business consultant, Jim Collins.





HIGH-PERFORMANCE ENTREPRENEUR

- He argues that high-performance entrepreneurs aim high with sustainable ambitions to build significant long-term value for stakeholders.
- They look for opportunities in unusual places rather than just solving obvious problems.
- High-performance startup teams also share a vision, have complementary skills, and place high trust in one another to succeed through challenges.

FUSION STRATEGY

HOW
REAL-TIME
DATA AND AI
WILL POWER THE
INDUSTRIAL
FUTURE



VIJAY GOVINDARAJAN

NEW YORK TIMES BESTSELLING AUTHOR, *REVERSE INNOVATION*

VENKAT VENKATRAMAN

HARVARD BUSINESS REVIEW PRESS

Fusion Strategy “Creating New Business and Strategies”

- Vijay Govindarajan is the Coxe Distinguished Professor at Tuck School of Business at Dartmouth College and is widely regarded as one of the world’s leading experts on strategy and innovation.
- In his latest book, *Fusion Strategy*, co-authored with Venkat Venkataraman and published by HBR Press, the authors say that leveraging AI and real-time data will be the way companies have to prepare for the future and it will transform the way companies' function.
- *Fusion Strategy* is about creating new business models and developing new strategies. It's about digitising the product which, in turn, changes strategy.

Business Expansion Model

➤ Business expansion models refer to the different strategies a company can use to grow its reach and revenue. Some of the most common models:

Organic Growth Models:

- Market Penetration
- Market Expansion

External Growth Models:

- Franchising
- Strategic Alliances & Joint Ventures
- Mergers & Acquisitions (M&A)

International Expansion Models:

- Exporting
- Licensing
- Greenfield Investment

Choosing the Right Model:

The best model depends on your company's specific situation. Here are some factors to consider:

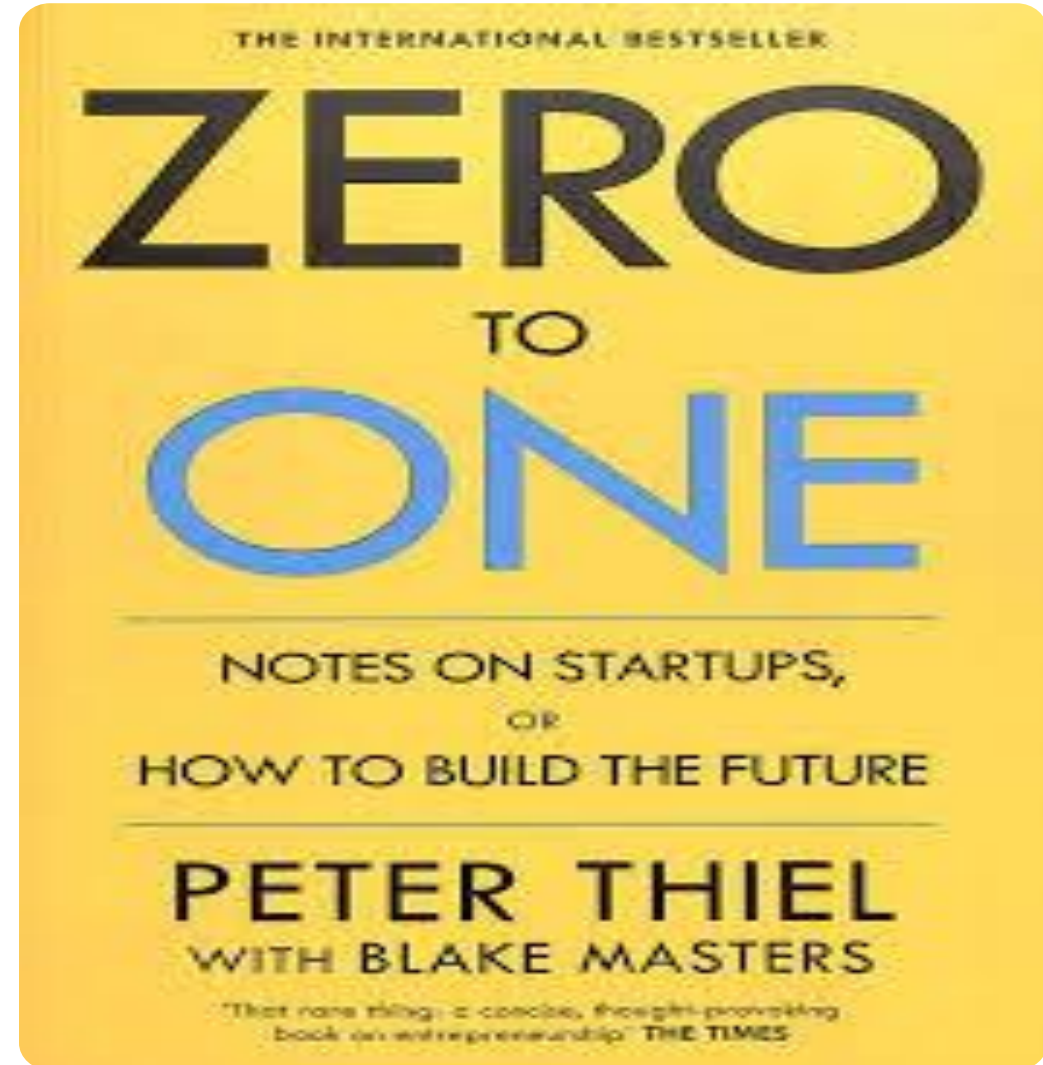
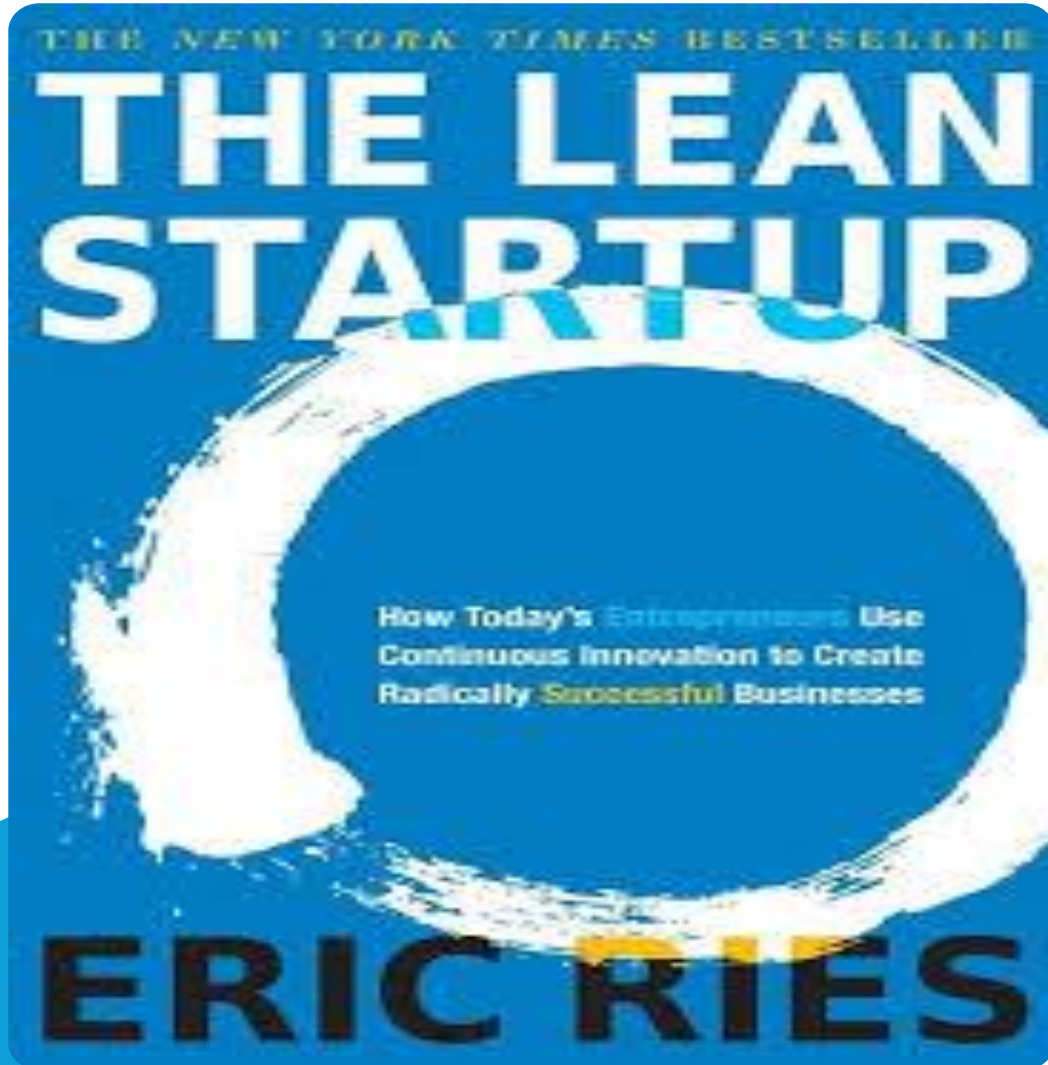
- **Company Stage:** Startups often focus on organic growth, while established companies may consider inorganic methods.
- **Growth Goals:** If you need rapid expansion, inorganic might be suitable. For sustainable growth, focus on organic.
- **Resource Availability:** If resources are limited, organic growth might be more feasible.
- **Risk Tolerance Level.**
- **Organisations level of experience in International Business.**

More Focus Aspects:

- Focus on Customer Satisfaction
- Embrace Data-Driven Decisions.
- Adapt and Innovate



Books To Read and Explore



THANK YOU