

A New Paradigm To Solve The Challenge of Growth for Any Business

Virtually every business leader is committed to grow his/her business. It's the key to sustainable shareholder value creation. Despite thousands of business books, there has not been a consistent methodology to generate real and sustainable revenue growth. Most business leaders continue to struggle with a fundamental question: What do I do on Monday morning at 8 o'clock to grow my unique business?

Imagine if CEOs, business owners, executive management, investors, advisors and board members had access to a pragmatic, data-driven and actionable playbook with a roadmap to outperform their target market.

Surprisingly, that blueprint does not exist. Until now.

Philippe Bouissou, Ph.D., a 30-year Silicon Valley veteran and growth expert has invented a new methodology to cut the Gordian growth knot and deliver sustained growth.

It's called *A4 Precision Alignment™*. It's a rigorous, comprehensive, data-driven and prescriptive top-line growth methodology. It delivers significant results: companies who have implemented it have seen an average uplift of 39% to their growth rate 12 months after using it. This new approach is based on the fundamental principle that a perfect alignment between the business and its target market is the only way to generate maximum growth. Misalignment increases disruption and friction during the multitude of interactions between the business and its market. There are, in fact, four universal axes of alignment, dubbed A1, A2, A3 and A4:

ALIGNMENT AXES	CUSTOMER		BUSINESS	GOAL
A1	Pain	→ ←	Claim	Real Painkiller
A2	Perception	→ ←	Message	Compelling Story
A3	Purchase	→ ←	Sale	Frictionless Transaction
A4	Delight	→ ←	Offering	Insane Delight

The four universal axes of alignment

This new approach is truly universal. It applies to any business: a café in Paris, a startup in Silicon Valley, a small business in Austin or business unit of a Fortune 500 in the heart of Manhattan.

Here is an example of a great misalignment along the A1 axis. In 1999, inventor Dean Kamen founded a company called Segway that developed the first “self-balancing human transporter.” The pain it wanted to address was the last-mile problem in cities and dense urban areas. The claim it made was coolness, safety based on a high-tech gyroscopic mechanism and a price tag of \$4,950. From the get-go, the product suffered from the dork factor. Some local regulations restricted usage on the streets or sidewalks and it turns out it was not really safe. There were many accidents. Jimi Heselden who owned the company died using his Segway and George W. Bush notoriously fell off one. The company ended up being sold to Roger Brown for a mere \$9 million in 2013 after having raised close to \$200 million for prominent investors. The company was later acquired by Nimbot.

In contrast, here is an example of a solid alignment along the A2 axis: Halo Top. The company sells what I call “ice creams with no remorse.” Its message is very clear: lifestyle ice creams that are both healthy and made with all-natural ingredients. The perception is totally aligned: high protein, low-calorie, low fat and low sugar. The alignment is perfect. In 2017, Halo Top became the best-selling ice cream in the U.S. displacing both Ben & Jerry and Häagen-Dazs.

The power of *A4 Precision Alignment*™ is in the fact that alignment along each of these four universal axes can be accurately measured on a scale from zero to 100 by a set of tools and techniques that illuminates where the misalignments are. This is done by capturing, measuring and analyzing the impedance mismatches between the target prospect or customer’s view and the company’s own view. These measurements reveal unique insights into areas of weakness that are the cause of misalignments and are responsible for slowing down the top line. These insights form the basis for developing a bespoke *Growth Playbook*, which is a concrete plan of action for the CEO and the management team. It provides a roadmap, a set of executable actions so that everyone knows what to do on Monday morning when the clock chimes eight.

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