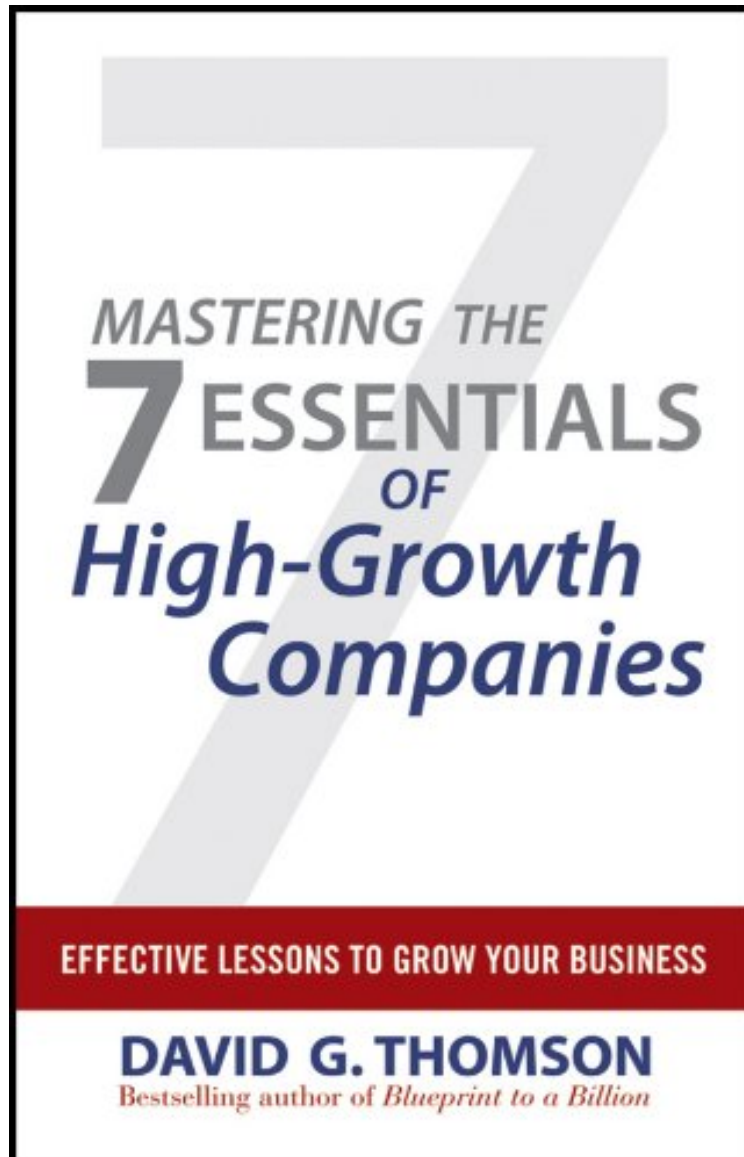


Mastering the 7 Essentials of High-Growth Companies: Effective Lessons to Grow Your Business

David G. Thomson

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and I am honored and humbled to be a part of the book. I thank you for capturing our story in a way that others can apply our successful approach. We will be passing on this book to our top customers who are all aspiring to grow. It totally surpassed any expectations I had. I have learned so much from it already and have shared it with our CFO. Simply put, you have another bestseller.-- Selim Bassoul, Chairman and CEO, Middleby Corporation

0 of 0 people found the following review helpful. Outstanding By Matthew Gallagher I loved this book because of the data-based approach and helpful analysis. I have recommended this book to countless peers. 3 of 3 people found the following review helpful. Yes they are Essential By Jim Estill 7 Essentials effectively captures what is required to be a high growth company. The Essentials 1: Creating Value - clearly any company cannot be high growth unless they add value or as it says in the book "exceptional value". 2: Redefine Your Market - identifying your market is key. You define it 3: Market Segments - Target a high-growth market segment within a large market 4: Marquee Customers - Customers Can Sell for You - choose the ones that will evangelize for you. Establish a long-term, win-win "Big Brother/Little Brother" alliance to fill portfolio gaps, fortify supply chains, or open new markets 5: Focus on Cash Flow 6: It Takes a Dynamic Duo - The importance of inside-outside leadership pairs for high growth--like RIM Balsilie and Lazaridis 7: Build a Billion-Dollar Board - Top-growth companies have customers, management, alliance partners, and ideally a CEO from another top company on their board This book is essential reading for any high growth company team. Like Davids' other book - Blueprint to a Billion, the book is well written, researched and well organized.

Practical strategies to propel your company to the top American business is entering uncharted territory. Recent trends suggest that we are moving out of a recession-fairly labeled The Great Recession-into a recovery phase characterized by high unemployment with growth. As such, the business road ahead will be challenging. Growth will be harder to achieve and business failure will be more prevalent. But the best of America's growth businesses will pass through this cycle to experience renewed and hopeful growth in contrast to the high failure rate of those who fail to grow. The numbers are proving this to be the extreme case-a higher upside with a greater failure rate. What are America's recession-proof, highest growth companies doing differently? What are the values, fundamentals, and actions that will make the difference between failure, or just surviving and thriving? The answer to these questions is, what Thomson calls, The 7 Essentials-value proposition, high growth market segment, marquee customers, big brother alliances, exponential returns, inside/outside leadership, and essential board experts. This book is the timely answer to the search for what it will take to propel a company's growth through these challenging times. It's for management teams of any business, independent of size or industry, which desires to identify a course of action to improve their opportunities to grow. "Applying the 7 Essentials will improve your company's growth prospects," says author David Thomson. Growth companies are especially defined by their ability to grow through recession and recovery periods to become the new growth leaders. The case studies and the numbers in this book prove it. This reliable resource extends the insights from Thomson's bestselling book, Blueprint to a Billion: 7 Essentials to Achieve Exponential Growth to apply the 7 Essentials to all companies. Thomson is known as America's growth expert on what it takes to transform a small business into a billion dollar one. He has been recognized by Investors Business Daily as the "Guru for Uncovering the Blueprint for Sizzling Growth Companies." Offers busy professionals essential insights that will move their business or business unit beyond surviving and into thriving now and in the future Written by an expert on how companies achieve growth in challenging markets Contains key CEO interviews and quick case studies and is supported by on-line scoring tools to help teams apply the 7 Essentials Economic weakness has not changed the need for companies to grow. This book provides you with a proven framework to overcome such challenges and thrive in today's challenging business environment.

From the Inside Flap American business is entering uncharted territory, and the road ahead will be challenging for companies of all types and sizes. Growth will be harder to achieve and business failure will be more prevalent. But the best of America's growth businesses will continue on their upward growth trajectory. What separates the masses of management teams from the masters--those who manage to grow their companies through the most challenging market and economic cycles? What are the effective lessons utilized by America's recession-proof growth companies that you can apply to grow your business? What are the values, fundamentals, and actions that will make the difference between failure, surviving, and thriving? According to author David G. Thomson, the answer to these questions lies in "The 7 Essentials." After years of extensive research on companies that had consistently achieved exponential revenue growth, Thomson determined the 7 principles that those companies were following: creating a breakthrough value proposition, exploiting a high-growth market segment, utilizing Marquee Customers to fuel growth, leveraging Big Brother Alliances, becoming the masters of exponential returns, practicing Inside-Outside Leadership, and balancing the board with essential experts. He learned, and explains in this book, that the difference between a struggling company and one that masters what it does and how it does it is the hallmark of a high-growth company. Mastering the 7 Essentials of High-Growth Companies reveals the secrets of how recession-proof growth companies achieve exceptional results through all economic cycles. The case studies and numbers in this book prove

it. Filled with in-depth insights and expert advice from growth-company CEOs, *Mastering the 7 Essentials of High-Growth Companies* is designed for results-oriented management teams looking for a set of principles and a course of action to improve their opportunities to grow. This practical, actionable book:

- Explains the basics of The 7 Essentials and how applying them will propel your business or unit into the realm of high growth
- Provides in-depth interviews with CEOs who used The 7 Essentials to achieve high growth
- Features a case study of India's HCL Technologies highlighting how this global leader applied The 7 Essentials to achieve exceptional growth
- Proves that The 7 Essentials can be applied to any business, regardless of industry, country, or economic cycle
- Offers access to online scoring tools to help teams apply The 7 Essentials, create an actionable road map, and measure success with a scorecard

This book provides you with a time-tested blueprint to grow your business. Read it and start applying The 7 Essentials right away!

From the Back Cover

Praise for MASTERING THE 7 ESSENTIALS of High-Growth Companies

"Thomson nails the essentials required to become a high-growth company in *Mastering the 7 Essentials of High-Growth Companies*. The management practices he identifies certainly applied to RIM's Blackberry in the early years: a breakthrough proposition focusing on a high-growth smartphone market, inside/outside management with a co-CEO pair, and core alliances with brand name service providers. This book clearly outlines what it takes to grow your business which can lead to achieving the kind of exceptional growth RIM is achieving." —Jim Estill, Seed Investor and member of the Board of Directors for Research in Motion (RIM)

"Achieving exceptional growth, especially during challenging times, is rare but can be done. Applying these 7 Essentials will provide invaluable insights that can guide your actions to grow your business. I applied the 'essential' lessons Thomson identifies while growing Staples and apply them to the companies we invest in at Highland Capital." —Tom Stemberg, Founder and Chairman Emeritus of Staples, Managing General Partner of Highland Capital Partners

"HCL is proud to have had the essentials of a hungry, global, high-growth enterprise that Thomson outlines in *Mastering the 7 Essentials of High-Growth Companies* built in its genes. If you are inspired to grow your business, regardless of whatever country, culture or industry your company is in—this book offers a practical and actionable set of lessons that will help guide your growth journey." —Shiv Nadar, Founder, HCL

About the Author

David G. Thomson is a bestselling author, advisor, and speaker. He is the founder and Chairman of the Blueprint Growth Institute, a specialized management consulting firm focused on helping companies develop growth strategies and execute The 7 Essentials. His insights on the success pattern of America's highest growth companies—which he wrote about in his bestseller *Blueprint to a Billion*—have been embraced globally. Thomson has been studying and leading business growth for twenty years in general management and executive sales/marketing at Nortel Networks and Hewlett-Packard and as an associate principal during his five years at McKinsey Company. He graduated with an electrical engineering degree from the University of Waterloo and an MBA from the University of Western Ontario. Visit www.blueprintgrowth.com for more information.