

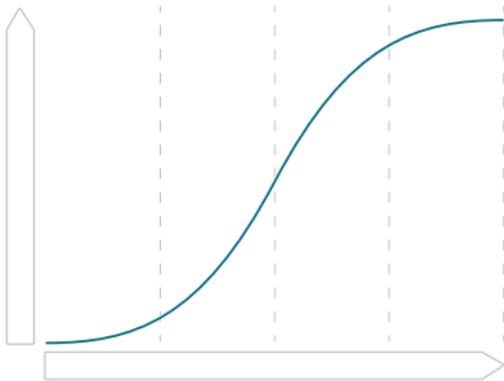
The Growth-Curve

Always change a winning team

We live in a world of uncertainty that is changing at an ever-faster pace. In order for teams and organisations to manage this uncertainty, we need to understand where we are now and what challenges will come our way. The Growth-Curve is an assessment tool that provides an intuitive model to help visualise the answers to these questions and make them understandable for everyone involved.

The Growth-Curve in short

Everything that grows follows the pattern of the Growth-Curve, whether this is an organisation, a product, a human being, a team, or something else. Each of these starts with an idea phase and will be followed by an investment phase, a scale-up phase and eventually a maturation phase. To become successful, one must grow through each of these distinct phases.



However, they all bring fundamentally different challenges and require unique resources and mindsets to navigate them. Our Growth-Curve questionnaires help to quickly and easily gain insight into where your organisation, your team, your products or even you are currently located on your Growth-Curve, what type of challenges that phase will bring, what kind of challenges you can expect in the near future, and how you can prepare yourself for them.

The Growth-Curve in practice

The Growth-Curve provides insight into the growth phase in which an individual, product or organisation is in. Therefore, it is a very suitable starting point for any strategic conversation about upscaling companies and for taking the next steps in career development, innovation and leadership. Knowing where a product or service is located on the Growth-Curve serves as valuable knowledge to:



Predict what lies ahead, which steps you should take next and what you should stop doing;



Understand where and how the organisation compares to other similar, collaborating or competing organisations;



Predict the risk of loss of values, integrity and leadership or management derailment within the organisation;



Predict what kind of people are needed to create a healthy alignment for growth and performance.



Predict where the organisation is headed in terms of its maximum value (whether it is financial gain or social gain) and whether it is yet to come or already in the past (renewal should be a priority);

The Growth-Curve for individuals

Take the next step in your career

Individuals can fill out the Growth-Curve questionnaire about their career as they progress along the ladder of success. The Growth-Curve provides an answer to critical questions such as: where do people see themselves in their development trajectory in their current role or project; have they gained everything they can from it or still see room to grow; how can they realise this development and what do they need from their team and organisation to achieve this? The Growth-Curve not only provides a way to think about these development questions but also makes them tangible and visible to everyone involved, creating a basis for discussion and understanding.



The Growth-Curve for products

Navigate innovation

Innovation means successfully managing the Growth-Curve. Successfully introducing and scaling up a new product or service is like a relay: the transition from exploration to operationalisation and ultimately optimisation of individuals is crucial for developing a viable product or service. Recognising where a product is located in its life cycle is important to help you focus on the right priorities now and to prepare for future priorities before they actually appear.



The Growth-Curve for organisations

Strategic leadership for sustainable growth

Knowing in which life cycle stage the organisation is currently located is critical for executing the right strategic priorities.

Visualising where people - whether this is leadership, employees, customers or even industry experts - see the organisation will help them understand each other better and foster strategic discussions on what the organisation should do next and what challenges still lie ahead.



What does it mean for our organisation and its people?

The Growth-Curve maps out to what extent the strategic objectives are aligned with the organisation's current growth phase. Moreover, the Growth-Curve provides insight into whether there is agreement or division among employees about the organisation's current growth phase and whether some may see other priorities for the organisation. In addition, the Growth-Curve answers the question of whether the leadership style and behaviour within the organisation are optimally suited to meet the challenges of the current growth phase and the upcoming growth phases. And do the organisational culture, norms and values fit in well with the current growth phase?



The Growth-Curve and other Human Insight tools

AEM-Cube®

Does my team or organisation have the right people in the right place to help us meet our current and future growth challenges?

ACT-Cube®

Where do different business units contribute to the Growth-Curve, are they optimally aligned with our current strategic objectives and are they contributing in a consistent, reliable manner?

RPA-Cube

Are the result areas in the organisation aligned with the strategic priorities of the organisation, and can people implement them?

Qi Index

Do people experience an environment of psychological safety and cognitive diversity in which they can focus on executing their strategic priorities?



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