

GMS 101 – Growth Management System Workshop & Simulation

Growth Management System (GMS)

Services	Deliverables
• GMS-101	▪ 8 hour workshop for up to 20 participants

GMS 101 - Growth Management System Workshop and Simulation

GMS 101 is the first step in learning the principles and philosophy of proactive healthy growth within a company; identifying, vetting and implementing opportunities for new products, services, processes and business strategies. Through instructor-led sessions and a hands-on simulation, participants learn how proactive growth and techniques can be applied to maximize capabilities and resources, minimize waste in developing ideas, and generate new revenue streams. Upon completion of this workshop, participants understand the basic principles that will allow successful growth, manage growth, are able to identify then vet opportunities, and understand the basic steps necessary for successful launches to a waiting customer base.

True growth takes patience and teamwork; understanding how growth happens helps bring activities together allowing for growth.



Benefits

Upon completion of GMS 101, participants will:

- Understand how to develop/follow a Business Strategy
- Understand and have demonstrated the 5 stages of Growth
 - Ideation
 - Definition
 - Discovery
 - Development
 - Delivery
- Take an idea from conception through delivery
- Understand how a GMS approach can help their company improve their many areas of growth activities including:
 - Reducing non-value added growth activities
 - Identifying and vetting opportunities
 - Implementing Voice of The Customer in all processes
 - Advantages of building a team philosophy/culture
 - Leverage PDCA (Plan, Do, Check and Act) cycles of learning for efficient growth
 - Decipher the differences between obstacles and speedbumps

Scope of Work

This 8-hour, hands-on simulation will help participants understand how new Growth philosophies and techniques can be applied to maximize limited resources, generate net additional revenue streams and problem solve. GMS 101 brings structure and focus to growth activities by eliminating wasted time and efforts that do not lead to new additional revenue.

The following learning activities and tools will be delivered:

- Lecture with slide presentation focused on examples and philosophy
- Exercises between simulation rounds
- Workbooks for participants
- Discussion and interaction
- Question and answer session

“AKA was greatly instrumental in facilitating an exciting, fun and creative environment for a very constructive and action orientated workshop...participants were kept active and involved in the whole process fostering a team approach”.

Jim Mick, VP of Balluff

