

Business Acceleration Programme

When the results of the **Benchmark Index** have been presented to the executive leadership team, the clear traffic-light system will indicate specific areas of the business requiring attention, as they represent elements of commercial risk that are also inhibiting performance. Recommendations will be given within the report, advising on action to address this.

The potential for accelerating growth by boosting the **Index** score is also a powerful motivator. A calculation can be applied that takes existing company financial and market data, plus the **Benchmark Index** score, to estimate the impact on future revenue of improving the **Index** score.

Our **Business Acceleration Programme** is designed to make this happen. The content and materials were created alongside, and are totally aligned with, the **Index** model. Being focused on outcomes that positively influence performance and capability delivers several commercial benefits:

- Light-touch delivery model with low impact on business-as-usual, for example a typical programme might involve 6 half-days per team over a period of weeks
- Visibility of personal-team impact in short timeframe
- Tailored content is highly effective, saving companies time and money
- Re-testing, to check the **Index** score uplift after the **Business Acceleration Programme** has been absorbed, illustrates the value and enables ROI to be calculated

Each person has their own workbook to help them develop personally, whilst the higher-level objective is to drive up team and cross-team performance.

There are various options for the delivery of the **Business Acceleration Programme** to fit with the company's needs. Although we can deliver this directly, it is likely that many businesses will already be working with third-party organisational development partners. If this is the case, we'll work with those organisations to train them on the **Index** model and **Business Acceleration Programme**, to enable them to manage delivery. In the early sessions, we'll work alongside them to ensure they are up to speed as quickly as possible.

Larger enterprises may even have their own in-house development and coaching team. Again, we'll provide the training and support to optimise the effectiveness of the **Business Acceleration Programme** and ensure they deliver a successful outcome for the business.