CAL MACKENZIE

COMMERCIAL STRATEGY / GROWTH / ENTERPRISE VALUE

01 / GROWTH & ENTERPRISE VALUE SPRINT

WHERE SHOULD WE GROW NEXT?

A four-week strategy sprint to identify the strongest growth opportunities, make clear investment choices and build a practical 90-day agenda.

THE COMMERCIAL QUESTIONS

Where is the next growth engine?

Assess markets, customers, unmet demand, propositions, ventures and partnerships.

Which opportunities deserve investment?

Test commercial attractiveness, scalability, feasibility and potential returns.

What decisions should we make now?

Prioritise growth bets and define the actions needed to validate them.

FIND THE NEXT GROWTH ENGINE

For CEOs, founders, growth leaders and investors choosing where to deploy capital.

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A FOUR-WEEK STRATEGIC SPRINT

Human-first thinking. Commercially grounded choices.

01 DISCOVER

Understand the business, market shifts, competitors, growth constraints and what creates enterprise value.

02 IMAGINE

Develop distinctive strategic options: new propositions, markets, commercial models, ventures and partnerships.

03 DECIDE

Pressure-test the choices, prioritise the opportunities and agree where to place the next bets.

04 MOBILISE

Translate the strategy into a focused 90-day agenda, decisions, owners and experiments.

WHAT YOU WALK AWAY WITH

- A ranked set of growth opportunities and investment choices
- A clear commercial rationale for the priority strategic bets
- A practical 90-day decision and validation agenda

ALSO AVAILABLE AS A SIX-MONTH PARTNERSHIP

The same strategic perspective can be delivered as an ongoing advisory relationship to test opportunities, refine propositions and support leadership decisions over time.

LET'S EXPLORE WHAT COMES NEXT.

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