

THE IBA BUSINESS GROWTH MODEL™

A Practical Framework for Accelerating Revenue, Profitability & Enterprise Value

25 PROVEN GROWTH STRATEGIES ORGANIZED INTO
FIVE GROWTH PILLARS



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MARKET EXPANSION

Expand Your Reach.
Increase Opportunity.

-  1 Geographic Expansion
-  2 New Customer Segment Penetration
-  3 Channel Expansion
-  4 International Market Entry
-  5 Vertical Specialization or Niche Domination



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PRODUCT OPTIMIZATION

Strengthen Your Value.
Increase Relevance.

-  6 Product Line Extension
-  7 Premiumization
-  8 Bundling & Solution Packaging
-  9 Pricing Strategy Optimization
-  10 Recurring Revenue Model Development



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CUSTOMER GROWTH

Deepen Relationships.
Drive Sustainable Revenue.

-  11 Digital Acquisition Strategy
-  12 Sales Process Optimization
-  13 Customer Lifetime Value Expansion
-  14 Customer Experience Differentiation
-  15 Retention & Loyalty Architecture



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OPERATIONAL EXCELLENCE

Operate Smarter.
Increase Profitability.

-  16 Lean Process Improvement
-  17 Automation & Technology Enablement
-  18 Supply Chain Optimization
-  19 Cost Structure Reengineering
-  20 Working Capital Optimization



5

ENTERPRISE VALUE

Build Value That Lasts.
Create Strategic Options.

-  21 Strategic Partnerships
-  22 Platform Acquisition Strategy
-  23 Bolt-On Acquisition Strategy
-  24 Vertical Integration
-  25 Strategic Exit Preparation



SUSTAINABLE GROWTH IS BUILT BY ALIGNING STRATEGY, EXECUTION AND VALUE CREATION.



STRATEGIC DIRECTION

Identify the right opportunities and prioritize for maximum impact.



DISCIPLINED EXECUTION

Implement with focus, accountability and operational excellence.



MEASURABLE RESULTS

Track performance, refine strategies and drive continuous improvement.



COMPOUNDING VALUE

Create lasting value for customers, employees, owners and stakeholders.

IBA™

INSTITUTE OF
BUSINESS ADVISORS™

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25 STRATEGIES. | 5 PILLARS. | 1 GOAL: **BUILD A STRONGER BUSINESS.**



THINK STRATEGICALLY. ACT DECISIVELY. GROW SUSTAINABLY.