

DELIVER GROWTH FOR YOUR BUSINESS

GROWTH STRATEGY WORKSHOP

Axito helps businesses thrive and grow.

Axito has helped countless small, medium and large sized Australian businesses thrive and grow by developing action-orientated growth strategies with them.

We understand that as a founder, owner or Managing Director, you have to worry about everything. Sales and business development, production, delivery, customers, staff, cashflow, inventory, compliance and governance – and everything else. Sometimes it's hard to step back and take a high-level look at your business and where you want to go. How you want to win. What you really aspire to achieve.

That's where Axito can come in.

Through our Growth Strategy Workshop process, we work with you to develop a bespoke, granular, actionable plan. This is your template for growth. Our process is consistent, which means we can deliver this for a fraction of the cost of other consultancies. Yet every outcome is unique – because your business is unique.





Axito Growth Strategy Workshop Methodology

We utilise an iterative methodology called “How to Win”. This was popularised by leading North American strategy academic Roger Martin in 2012, working with Proctor & Gamble’s legendary CEO AG Laffley. We have adapted this to suit the needs of our clients today.

We include additional strategic tools such as “Brand Map”, “Headlines”, “Disruption” and “Risk and Mitigation Framework” to help unlock the best tactics for growth. If you are keen on innovation or launching a new venture, we can also create a powerful “Business Model Canvas”, to help you get started on the right path.

Axito Growth Strategy Workshop Process

1. We spend a period of **Discovery** to understand the key drivers of your business and where you want to go.
2. We run a **Growth Strategy Workshop** either at our office or yours (we prefer to run this face to face) and will discuss who from your team should participate.
3. We consolidate the **Output** and develop the **Action Plan**.
4. We meet with you again to review the output and confirm the **Growth Strategy**.
5. We are available for consultation after the process and can advise on funding, be that from Government Grants, Capital Raising or Commercialisation.

Axito Methodology



Axito Growth Workshop Strategy Output

All discussions, findings, recommendations and the Action Plan are summarised in a bespoke Growth Strategy Document which will serve as the foundation for your growth.



Don't take our word for it here's what our clients say



MADE · FOR · MAN™

"Thank you to the Axito team! The growth strategy workshop opened my eyes to valuable business insights for us to factor into our business model and business plan moving forward. The level of detail and professional process exceeded my expectations. I highly recommend to any business looking to grow."

Nicholas Stojanovski, Founder



"Honey In The Garden has grown organically in the last three years, and we recognised the need to have someone help us define the growth path for our business looking forward. Axito conducted a Growth Strategy Workshop which gave us several choices and highlighted priority areas on which to focus. We highly recommend them."

Julie Dinsdale, Director



"Axito ran a Growth Strategy workshop for Bonissimo which identified several strategic growth areas and funding mechanisms - they subsequently successfully lodged an application for a Federal Government Modern Manufacturing Grant which will enable Bonissimo to manufacture compostable cups and capsules at scale. And there's more in the pipeline. I view Axito as a strategic partner and happily recommend them."

Blair Pedler, Managing Director

Senior, experienced consultants who have spent their careers driving growth

We offer senior, highly experienced business leaders who have worked in global consultancies, led major companies, launched start-ups, driven growth and achieved leadership in their respective fields. Our leaders work personally with clients, guiding and advising unencumbered by overhead, administration and bureaucracy.



Ian Thubron

Ian is a seasoned business executive, director and consultant with 30 years' experience in Business Strategy and Marketing. Ian has built a strong track record of driving top-line and bottom-line growth in challenging markets through organic expansion, joint ventures, M&A and digital transformation.



Ben McCarthy

Ben is a self-motivated and ever curious strategist experienced in commercialising specialty projects with a focus on applied sciences. Moving from consultant to regulator to proponent, to developing and growing a successful start-up business has given Ben a relevant and balanced perspective.



Asheesh Malaney

Asheesh has 25 years of strategy consulting, venture financing, management consulting and entrepreneurship with top tier firms in New York, London and Mumbai. He has launched traditional and digital new ventures across a range of sectors and recently led one of his advisee firms to two Australian Crowd Sourced Funding records.

Unlocking extraordinary value

An Axito Growth Strategy Workshop is priced at \$5000 (+ GST). That represents extraordinary value particularly when you consider that each of the clients above have subsequently engaged Axito to undertake Grant Applications and Capital Raising, far exceeding their initial investment.

Please get in touch

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