



## Growth Champion

A Head of Growth is a growth champion who knows what has to get done, knows how to do it, and gets down to work.

### **Abilities:** Visionary, Driven, Intelligent

Create a daring vision of the desired future and a sequence of stretch goals leading to your vision. Be inspired, curious, and energized if you wish to keep learning forward, command respect, and implement your growth strategies innovatively and effectively.

### **Roles:** Strategist, Leader, Entrepreneur

A Head of Growth is an entrepreneurial leader who leads by example.

Willingness and preparedness to take creative entrepreneurial action and noble risk differentiates entrepreneurs from others. Embedding the importance of growth within your company culture is an important first step in leading organizational change by example.

### **Skills:** Innovation, Management, Marketing

Value Innovation intelligence is about knowing how to invent and turn inventions to outstanding products and/or services that customers rush to buy. Growth Management focuses on leading and navigating a company through a sequence of growth stages. Growth Marketing is a subfield of marketing focused on rapid growth of a company.