

2024: Looking at BUSINESS GROWTH through the LENS OF CHANGE

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THE NEED FOR CREATIVE AND INNOVATIVE LEADERSHIP TO DRIVE NEW AND SUSTAINABLE GROWTH

We recently conducted a survey of business leaders to ask them about leading Change-Driven Growth in the transformative world of Artificial Intelligence (AI). Here are the results and findings:

- **It's not all about Artificial Intelligence (AI).** Innovative Change is the driver for new growth and AI is seen as an accelerator. Please [click here](#) for full details
- **New growth is the greater potential** for this Change-Driven approach. It opens up completely new business models and markets to seize new growth. Even Socrates would agree... *"The secret of change is to focus all of your energy, not on fighting the old, but on building the new"*
- **New leadership archetypes.** We outline the most impactful leadership, team and organization profiles to deliver Innovative and Disruptive Change-Driven growth. We hope you find these proven profiles helpful as you evaluate the strength of your organization and assign leaders and teams that can deliver on your chosen business growth strategies
- **Leaders of Innovative Change-Driven Growth.** These survey findings confirm that senior executives now need to focus, at a minimum, on a Creative and Innovative style of leadership

Looking at BUSINESS GROWTH through the LENS OF CHANGE

DRIVERS OF BUSINESS GROWTH	The Three Levels of Change*		
	1. ITERATIVE Doing things better, faster, more efficiently or at scale	2. INNOVATIVE New things to add new value	3. DISRUPTIVE New things that make old things obsolete
LEADERSHIP/STRATEGY			
EMPLOYEES/TEAMS			
ORGANIZATION/PROCESSES			
TECHNOLOGY/SOLUTIONS			
MARKETS/CUSTOMERS			
CAPITAL/M&A			

Which 'Level of Change' is Needed For Each of Your 'Drivers of Business Growth'?

Source: https://topgunventures.com/news_and_insights/artificial-intelligence-how-leaders-can-leverage-ai-part-2/ and * Brian Solis... <https://www.briansolis.com>

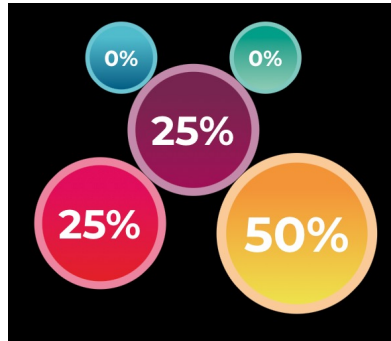
WHICH 'LEADERS OF CHANGE' PROFILES WILL IT TAKE TO DRIVE YOUR BUSINESS GROWTH?

Leaders of Change	Background	Change-Driven Growth Profiles
1. Leading ITERATIVE Change	Leaders with a proven background of accelerating business growth and financial performance by getting the best out of people, processes, and technology	They make an impact by streamlining operations, optimizing workflows, and increasing efficiency through AI driven enhancements and are invaluable assets to their organizations. They understand that achieving sustainable growth requires continuous refinement, and that adopting and leveraging AI is critical to achieving that goal
2. Leading INNOVATIVE Change	Leaders with a proven background of launching a new product, service, or capability inside an existing company that drives new growth and revenue streams, enters new markets and/or defends against disruptive innovation from new entrants	In a world where innovation is the lifeblood of sustained success, these leaders make an impact by driving innovations across the business. They not only identify new AI driven market opportunities but also create them, driving growth and revenue streams that set their organizations apart. They are the visionaries who understand that staying competitive means constantly pushing the boundaries of what's possible with AI
3. Leading DISRUPTIVE Change	Leaders with a proven background of transforming a company to deliver a new strategic offering, reinventing, or repositioning the business to meet future customer needs, and establishing a new path to sustain continued growth	For these leaders staying relevant often means leaving behind legacy systems and capabilities and embracing disruptive technologies as well as new business models. They make an impact by being at the forefront of reshaping industries, and their ability to be among the first to market with entirely new AI driven products, businesses, and industries

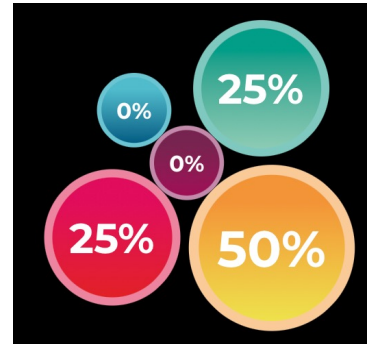
Source: Top Gun Ventures – Table 1: https://topgunventures.com/news_and_insights/mastering-change-in-an-ai-driven-world/

WHICH 'TEAM' PROFILES WILL IT TAKE TO DRIVE YOUR BUSINESS GROWTH?

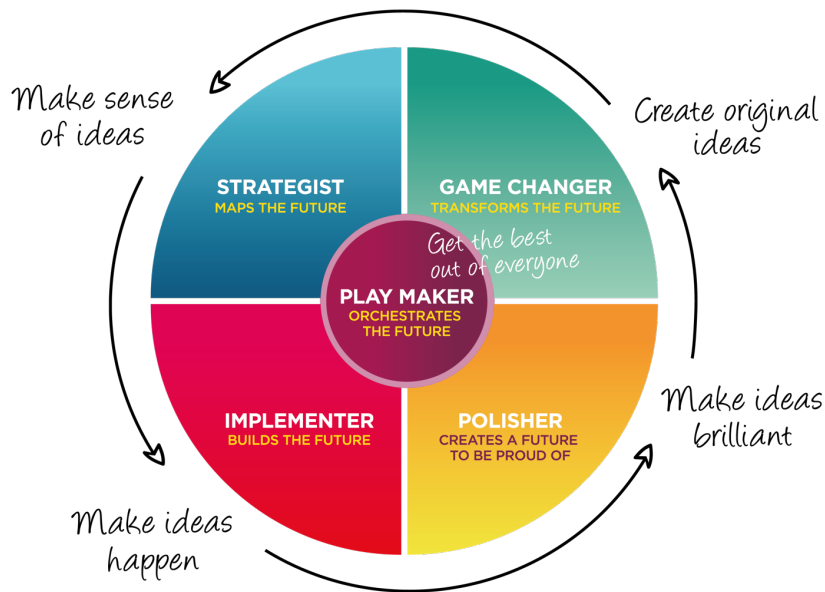
1. ITERATIVE Driven Change



2. INNOVATIVE Driven Change



3. DISRUPTIVE Driven Change



Game Changers:

Bring energy to new ideas and possibilities; to creative thought

Strategists:

Bring energy to making sense of patterns and trends in events and data; looking for causal relationships

Play Makers:

Bring energy to seeking consensus in groups that leads to shared endeavor

Implementers:

Bring energy to delivering tangible outcomes

Polishers:

Bring energy to improving processes, products, solutions

Source: Top Gun Ventures - https://topgunventures.com/news_and_insights/mastering-change-in-an-ai-driven-world/ and www.thegcindex.com - The GC Index - GC Translate

ORGANIZATION PROFILES

WHICH OF THE 7 CREATIVITY ACTIVITIES WILL IT TAKE TO DRIVE YOUR BUSINESS GROWTH?

Creative and Innovative Change-Driven Growth	GameChanging Leadership Workshops*	Key Activities
<p>1. LEADING CREATIVITY: Being More Creative. Stepping Out of Your Comfort Zone and Leveraging Natural Energies to Take More Creative Actions</p>	Leaders	GC Index Assessment, Creativity Debrief Session, Including Energy for Creative Impact and Usage of AI Tools and Assistants
<p>2. ENERGIZING TEAM CREATIVITY: For Driving Business Growth, New Business Models and New Markets. Set Up of Atomic Habits for Creativity</p>	Teams	Creativity Team Workshop, Breakout Sessions, Including Creativity Impact of Humans + AI, Recruiting/Successions/Promotions
<p>3. DELIVERING CREATIVE SOLUTIONS: Cross Functional/Regional Collaboration. Mastering Speed and Agility of Delivering Creative Solutions</p>	Teams	Proclivity Based Teams Within and Across Functional/Regional Groups. (8 Core Stages of Impact). Facilitated by Certified GCologists
<p>4. FOSTERING AN ENVIRONMENT OF CREATIVITY: Setting the Conditions for Creative Teams. Dismantling Barriers to Creativity. Secure Base Leadership Trust</p>	Teams	Implementing Action Plans from Creativity Workshop Insights and Recommendations. Setting Team Expectations for Creativity
<p>5. INSTITUTIONALIZING CREATIVITY: Embedding the Expectation of Creativity Across the Organization. Track Cost of No Action. Assigning Power to Make Changes</p>	Organization	Institutionalize Successes From Creativity Workshop Action Plans, Plus Added Guidance from Certified GCologists
<p>6. ACQUIRING CREATIVITY: Adoption of Creativity Best Practices and Integration Into the Organization. Mastering Incremental and Radical Change</p>	Organization	Acquisition of Creativity: New Hires, M&A, Best Practice Creative Processes/Tools/ ML and Gen AI/AI Assistants
<p>7. SUSTAINING GROWTH THROUGH CREATIVITY: Developing Creativity as a Core Competency, Cultural Trait and Differentiator for the Organization</p>	Organization	Revisit Purpose/Vision/Mission, Enhance Leadership/Skills Training, Recruiting for Creativity: Campus to C-Level

SOURCE: Adapted from https://www.researchgate.net/publication/340547220_Creativity_An_Overview_of_the_7Cs_of_Creative_Thought

* POWERED BY  THE GC INDEX®



2024 BUSINESS GROWTH STRATEGIES

Based on discussions with clients and our business network on the outlook for 2024, and industry research, most all companies are adopting one or more or all the strategies below for different parts of their organizations growth opportunities:

- **Flat Growth:** Negative to flat growth. Just surviving to get through the business uncertainties and slowdown of customer spend in their traditional markets. In some instances, they have made layoffs and are tactically focused quarter-by-quarter to stay in the game to grow another day
- **New Growth:** Others have weathered the market hits and now realize that they must find new growth beyond their, for some declining, traditional business. To do so they are looking to offer new innovative solutions and business models to open up new markets
- **Sustainable Growth:** Fewer have the financial strength or courage to look longer term at the transformative impact and full potential of AI. This would require a revisit of their purpose and strategy to assure a continued path to sustainable growth in the new AI driven world. For some, this will require a mindset change and/or addition of proven creative and innovative leaders

Do You Have the Leaders and Teams in Place With the Proven Profiles to Deliver on Your Chosen 2024 Business Growth Strategies?



**Flat
Growth
(Iterative Change)**



**New
Growth
(Innovative Change)**



**Sustainable
Growth
(Disruptive Change)**



Peter Donovan

Managing Partner

Throughout my business and executive search career I have been a pathfinder for high performance, delighting customers and revenue growth

I am driven by a passion to help my clients be more successful through GameChanging Leadership...
increasing their creativity and innovation, unleashing ingenuity, embracing uncertainty and thriving in unpredictable and opportunistic markets... **making a big difference to their customers, and increasing market capitalization**



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