

Revenue & Enterprise Growth Strategy

A PRACTICAL GUIDE FOR SUSTAINABLE GROWTH

From opportunity to impact — building a stronger, more valuable business.

A practical framework to help you evaluate your revenue opportunity, make the right strategic choices, and build the capabilities to execute and scale sustainable growth.

1



WHERE SHOULD OUR GROWTH COME FROM?

Identify and evaluate all potential paths to revenue growth.

- What is the right balance between existing customer expansion and new logos?
- Are there significant brands or strategic accounts we should pursue?
- Should we enter new regions, geographies or countries?
- Which industries or sectors align best with our strengths and market opportunity?
- Can we grow through portfolio expansion, new offerings or adjacent solutions?
- What role should partners, alliances or ecosystem plays have in our growth?

“Not all revenue is created equal. The right growth comes from deliberate choices about where to play and how to win.”

2



WHAT MAKES AN OPPORTUNITY STRATEGICALLY VALUABLE?

Look beyond the transaction economics to the broader strategic impact.

- Does this opportunity strengthen our position in a priority industry or sector?
- Will it give us access to a significant brand, reference customer or ecosystem?
- What is the potential for long-term account growth and wallet share?
- Does it enable entry into a new market, region or customer segment?
- Can it differentiate us, displace a competitor or establish category leadership?
- How does it support our long-term enterprise value and strategic goals?

“Some opportunities are about this year’s revenue. The most valuable opportunities open doors to what’s next.”

3



ARE WE PREPARED TO PURSUE MATERIAL OPPORTUNITIES?

Winning significant opportunities requires more than a larger sales effort.

- What qualifies as a material or strategic opportunity for our business?
- When should executive sponsorship be required?
- Do we have a defined pursuit team model (Sales, Services, SE, Product, Finance, Legal, Partners) for our largest opportunities?
- Is there a deal review desk with clear decision rights and investment authority?
- Are we reviewing win strategy, customer politics, competitive position, commercial structure, risk and next actions — not just CRM stage and forecast?
- Can we mobilize the right resources at the speed and level of coordination required?

“Material opportunities are won by teams, not individuals. Executive support, clarity and coordinated execution make the difference.”

4



IS OUR BUSINESS MODEL AND ORGANIZATION READY TO SCALE?

Sustainable growth requires the right capabilities, structure and discipline.

- Do we have the right go-to-market model to support our growth priorities?
- Are our sales, marketing, services and partner capabilities aligned and resourced?
- Do we have the capacity to deliver at scale (people, processes, systems, financial)?
- Are we making the right investments in talent, skills and enablement?
- How will we measure success (revenue, margin, customer mix, recurring revenue)?
- What needs to change for us to move from opportunity to predictable, scalable growth?

“Growth is not just about the opportunities you pursue — it’s about being ready to win, deliver and scale once you do.”



FEATURED PERSPECTIVE — THE DAILY EXECUTIVE

The Growth Target Isn’t the Strategy

A practical perspective on what it takes to turn a growth objective into real outcomes.
Read the full perspective at [The Daily Executive](#). →



IDEAS.
LEADERSHIP.
PROGRESS.

From Strategy to Impact: Turning Opportunity Into Enterprise Growth

ALIGN PEOPLE. PRIORITIZE INVESTMENT. EXECUTE WITH DISCIPLINE.

The strategy is not the starting point. It is the result of the right diagnosis.

A practical framework to help you move from opportunity assessment to execution — and build a more valuable, resilient and scalable business.

5



HOW DO WE PRIORITIZE AND MAKE THE RIGHT CHOICES?

Not all opportunities deserve equal investment.

- Which opportunities best align with our strategic objectives and enterprise value?
- How do we evaluate the trade-offs between short-term results and long-term positioning?
- What criteria do we use to prioritize markets, accounts, industries or offerings?
- Are we saying no to the right opportunities?
- Do we have the discipline, governance and data to make objective decisions?

“Focus is a growth strategy. Saying no to the wrong opportunities creates capacity for the right ones.”

6



HOW DO WE ENABLE EXECUTION?

Turning strategy into results requires coordinated execution.

- Are our go-to-market, sales, services and partner strategies aligned to the growth plan?
- Do we have the right people, skills and leadership in place?
- Are our processes, tools and systems designed to support growth at scale?
- How do we ensure cross-functional alignment (sales, marketing, product, finance, etc.)?
- What execution milestones, metrics and governance will keep us on track?

“Strategy without execution is a presentation. Execution with alignment turns opportunity into real results.”

7



HOW WILL WE MEASURE PROGRESS AND VALUE CREATION?

Define what success looks like and how it will be measured.

- What are the key metrics (revenue, margin, market share, customer mix, etc.)?
- How will we measure both short-term progress and long-term impact?
- Are we tracking leading indicators as well as lagging results?
- How will we know the strategy is working and when adjustments are needed?
- What does sustainable growth look like for our business in 12–24 months and beyond?

“What gets measured gets managed — and what gets managed creates value.”

8



ARE WE READY TO MAKE THE INVESTMENT?

Meaningful growth often requires deliberate investment.

- What investment (people, capability, technology, partnerships) will be required?
- Do the expected returns justify the investment and associated risk?
- Are we prepared to invest ahead of revenue in strategic markets or accounts?
- What funding model and governance will support execution?
- How will we balance near-term financial performance with long-term growth?

“The right investments, made for the right reasons, create options and increase enterprise value.”

9



WHAT DOES SUSTAINABLE GROWTH LOOK LIKE FOR OUR BUSINESS?

More than revenue — a stronger, more resilient and scalable business.

- Higher quality, more predictable revenue
- Improved profitability and margin expansion
- Stronger market position and industry relevance
- Diversified customer base, markets and geographies
- A scalable commercial model and organizational capability
- Greater enterprise value and long-term growth opportunities

“Sustainable growth is not a destination — it is a capability built through better choices, execution and continuous evolution.”



OUR PERSPECTIVE

From Opportunity to Enterprise Value

Growth is a journey, not a single transaction. The organizations that win consistently make deliberate choices, invest with intent and execute with discipline.



PEOPLE.
PERSPECTIVE.
PROGRESS.