

Game Changers Workshop

KICKSTARTING GROWTH

Anne Kennedy & Gillian Muessig



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Culture



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Personal values go to work



What do you believe?

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Mission -

Moz - Democratize the spread
of ideas on the web

Helium – Surface the best information

Beyond Ink – Clean up the Web

Outlines Venture Group –

Build better ways to live and work together

Embrace lofty ideas



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Tenets - What We Believe

Sharing (hard earned) knowledge

Seeking positive disruption

Supporting visionaries

Connecting people & ideas for success

What will drive your every decision?



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We Serve

Internet companies around the world

Whom do you serve?



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What we do

Coach C teams

Help companies through change

Improve bottom lines

How does this relate to your mission?



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Goals -

To improve the bottom line
for our executives

To spread our vision worldwide

To provide for ourselves & family

What are your goals?

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Tenets Drive Our Culture

Simplicity
Clarity
Accountability
Liquidity
Excellence

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Metrics



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What to measure

Cash in bank

Margins

Activity on site

Depth of Engagement



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Clarity

Charts and graphs

Reduce to what has changed

Track what advances your mission

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What to do with the data

Make decisions that matter!

Pivot?

Innovate?

Find new revenue streams?



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Liquidity

Track cash on hand

Week over week, month over month, year over year

Company valuation

Assets + cash + brand value (projected income over 3 years)

Debts and obligations

CV less current debts and required capital to innovate, pivot or survive and thrive



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Excellence

Track Marketing metrics

What does the world think of you?

Are you meeting your own expectations
for your business on every level?

Competitors?



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Accountability



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Revenue Growth

Low-hanging fruit first

Vision in View

ToDo List with timeline for actions for
everyone involved

Accountability

Everyone in the company
reports weekly, no excuses

Ex: IT lead gets data from each team
member, reports against timelines

References

Simple Numbers, Straight Talk, Big Profits

Greg Crabtree

Traction: Get a Grip on Your Business

Gino Wickman

Global Search Engine Marketing

Anne Kennedy & Christian Mar Hauksson

CEOcoach podcast

WebmasterRadio.fm, 6pm GMT every Monday



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Thanks!

gillians@outlinesventure.com

anne@outlinesventure.com



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