

Game Changers Workshop

KICKSTARTING GROWTH

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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

Metrics



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What to measure

Cash in bank

Margins

Activity on site

Depth of Engagement

Clarity

Charts and graphs

Reduce to what has changed

Track what advances your mission

What to do with the data

Make decisions that matter!

Pivot?

Innovate?

Find new revenue streams?

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

Excellence

Track Marketing metrics

What does the world think of you?

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

Competitors?

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

Thanks!

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