



# Secrets of High Growth Firms — What Works Now

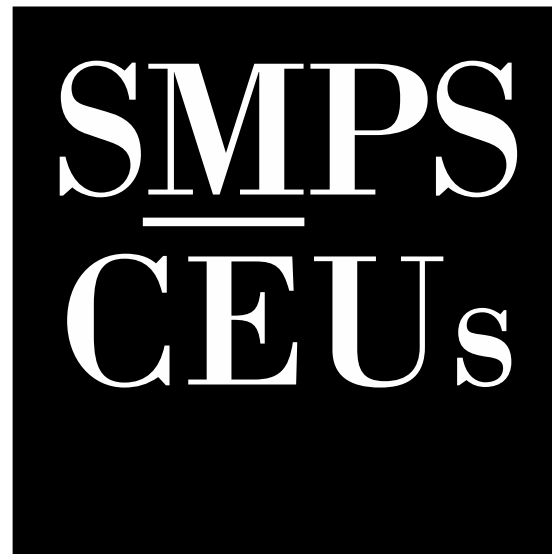
Presenters: Lee Frederiksen, Ph.D. and Kristin Keen





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# Today's Presenters



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# Agenda

- Background of the Study
- Financial Performance
- Strategy
- Marketing



# 2016 High Growth Study

Segmented by  
Size, Industry,  
and Growth Rate



528 Firms

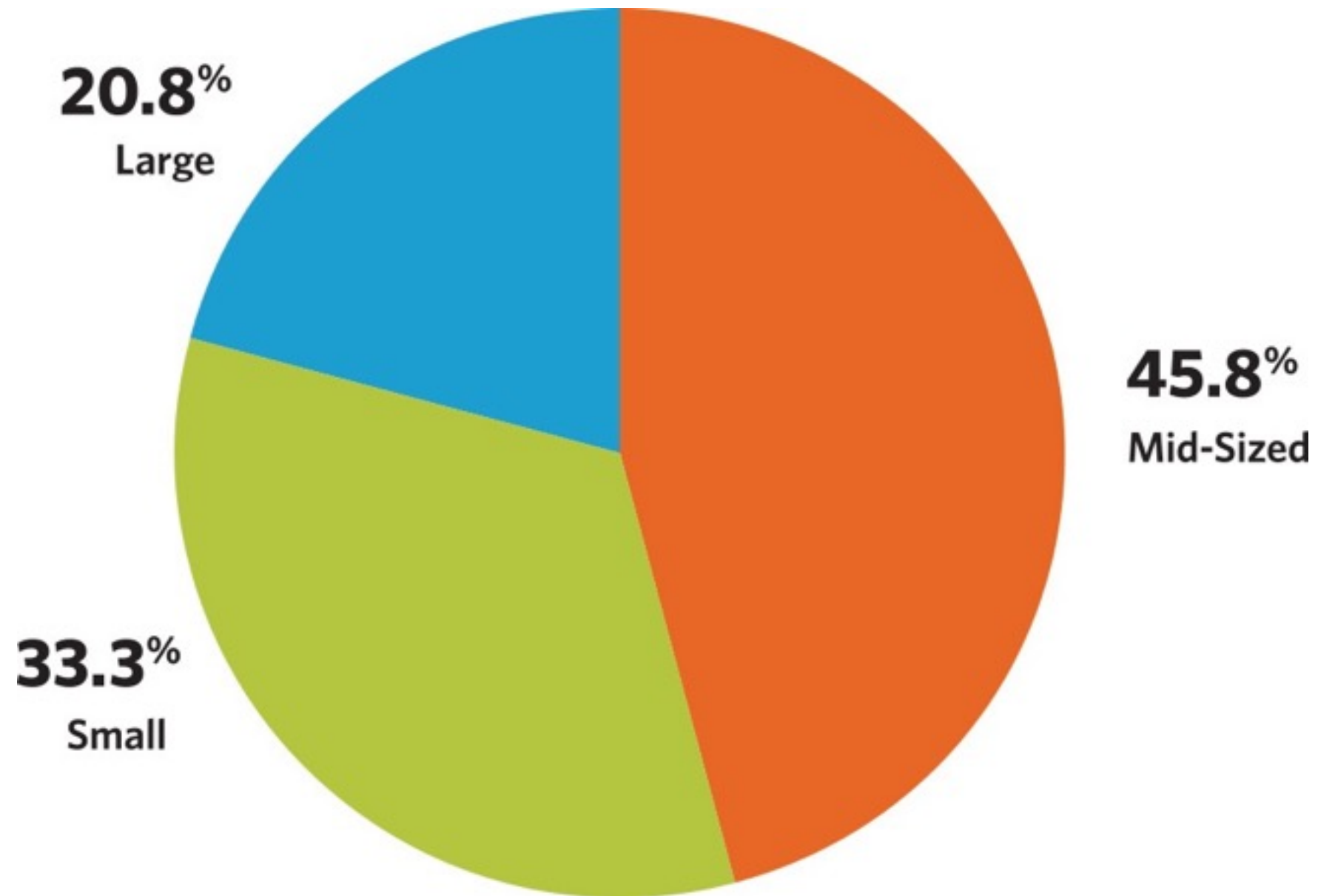
\$76 Billion  
Revenue

Background

# Firm Size Category Description

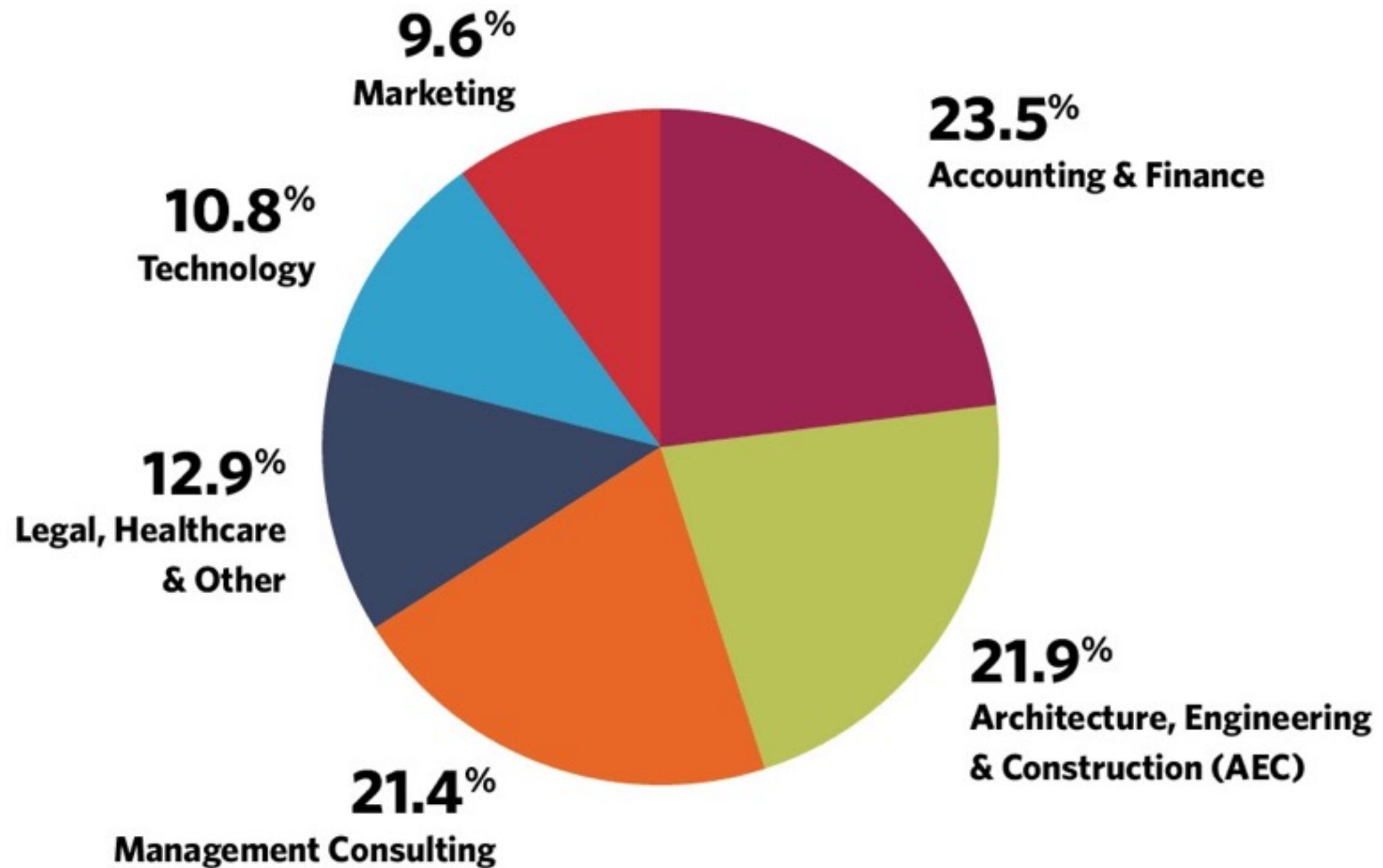
<b>Large Firms</b>	\$50 million or greater in revenue and 201 employees or more
<b>Mid-Sized Firms</b>	Between \$5 million and \$49.9 million in revenue and between 51 and 200 employees
<b>Small Firms</b>	Between \$1 million and \$4.9 million in revenue and fewer than 50 employees
<b>Micro Firms</b>	Less than \$1 million in revenue and fewer than 3 employees

# Sample Composition by Firm Size





# Sample Composition by Firm Industry



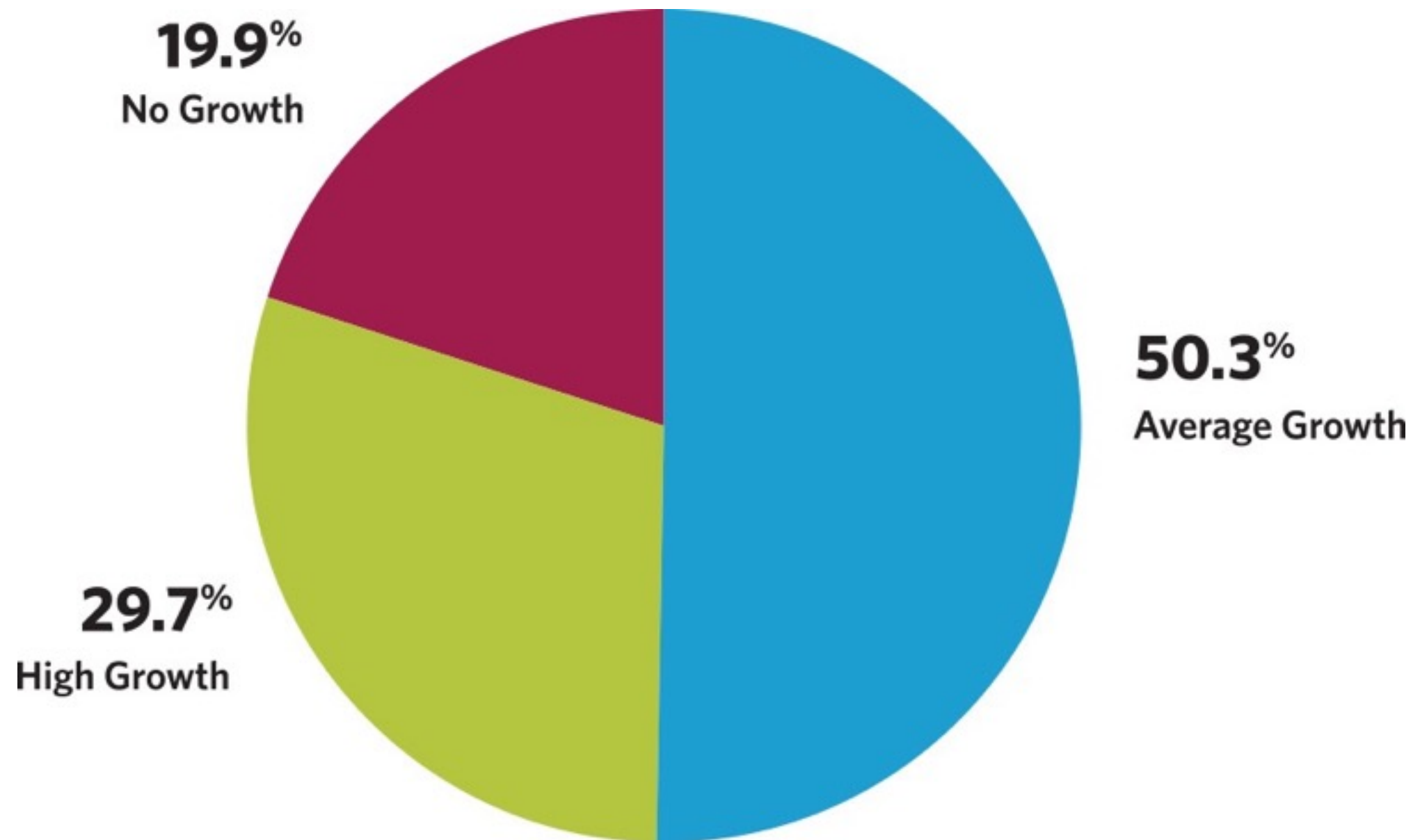
# Financial Performance

# Growth Category Description

<b>High Growth</b>	Over \$1 million in revenue and had an average yearly growth rate of at least 20%
<b>Average Growth</b>	Positive growth, but was less than 20%
<b>No Growth</b>	0% growth, or a negative yearly growth rate



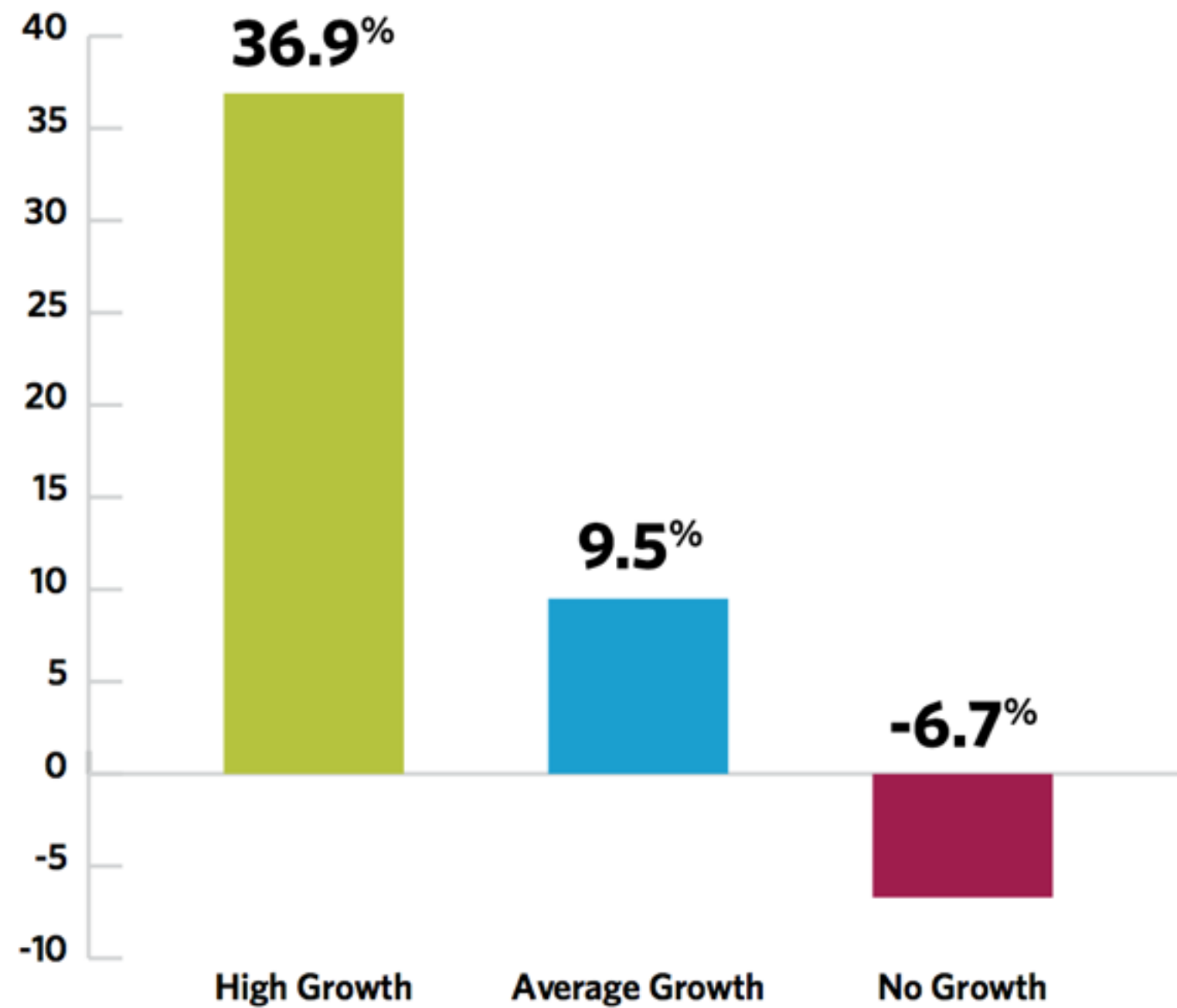
# Sample Composition by Firm Growth



# Prevalence of High-Growth Firms Across Size Categories

FIRM SIZE	TOTAL SAMPLE	HIGH GROWTH	PERCENT DIFFERENCE
Micro	36.12%	32.31%	-3.81%
Small	21.29%	27.69%	6.40%
Mid-Sized	29.28%	25.38%	-3.90%
Large	13.31%	14.62%	1.31%

# Annual Growth Rate





30% of firms generated

88% of new growth

# New Revenue by Growth Segment

<b>High Growth</b>	\$10.5 Billion
<b>Average Growth</b>	\$1.4 Billion
<b>No Growth</b>	-\$587 Million



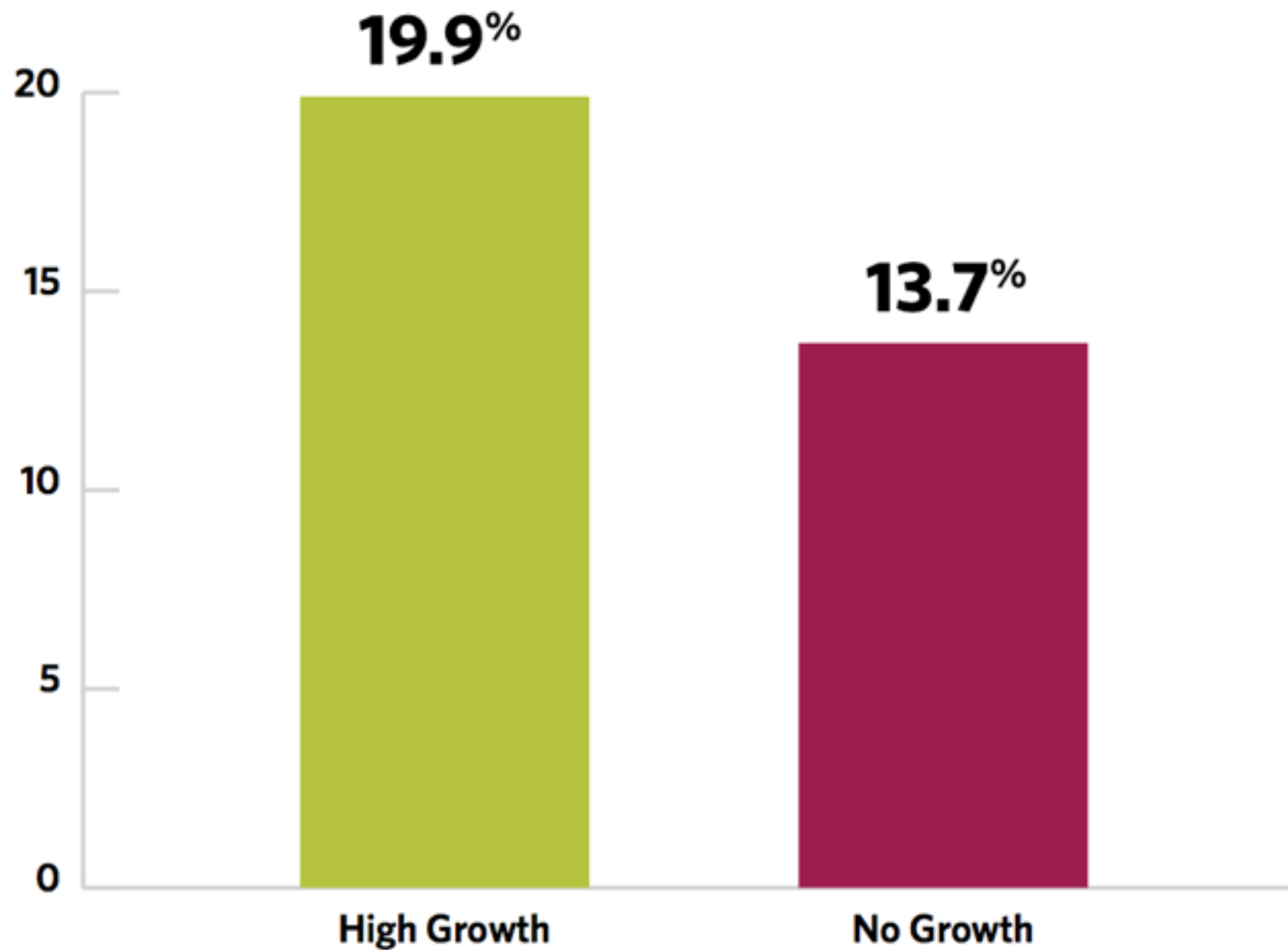
High-Growth Firms

45%

**Higher Profitability**

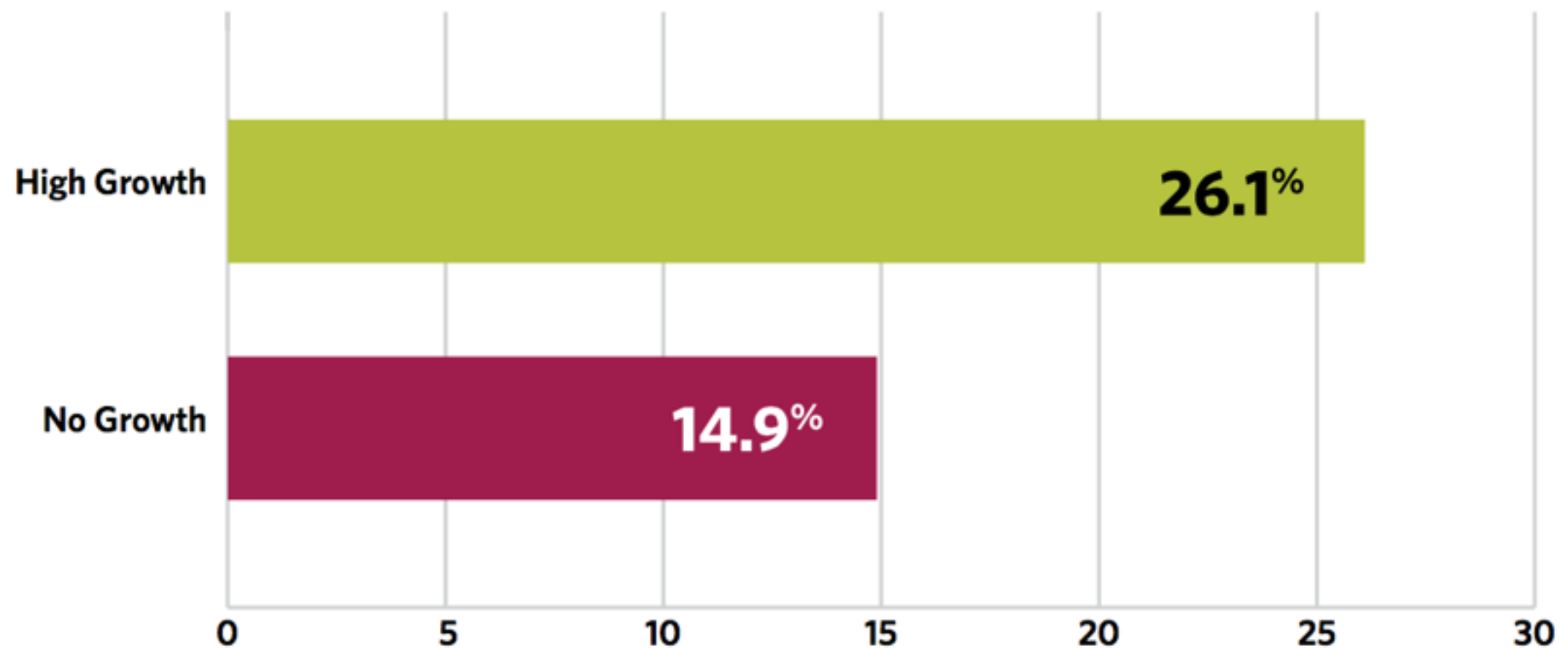


# High Growth vs. No Growth Profitability



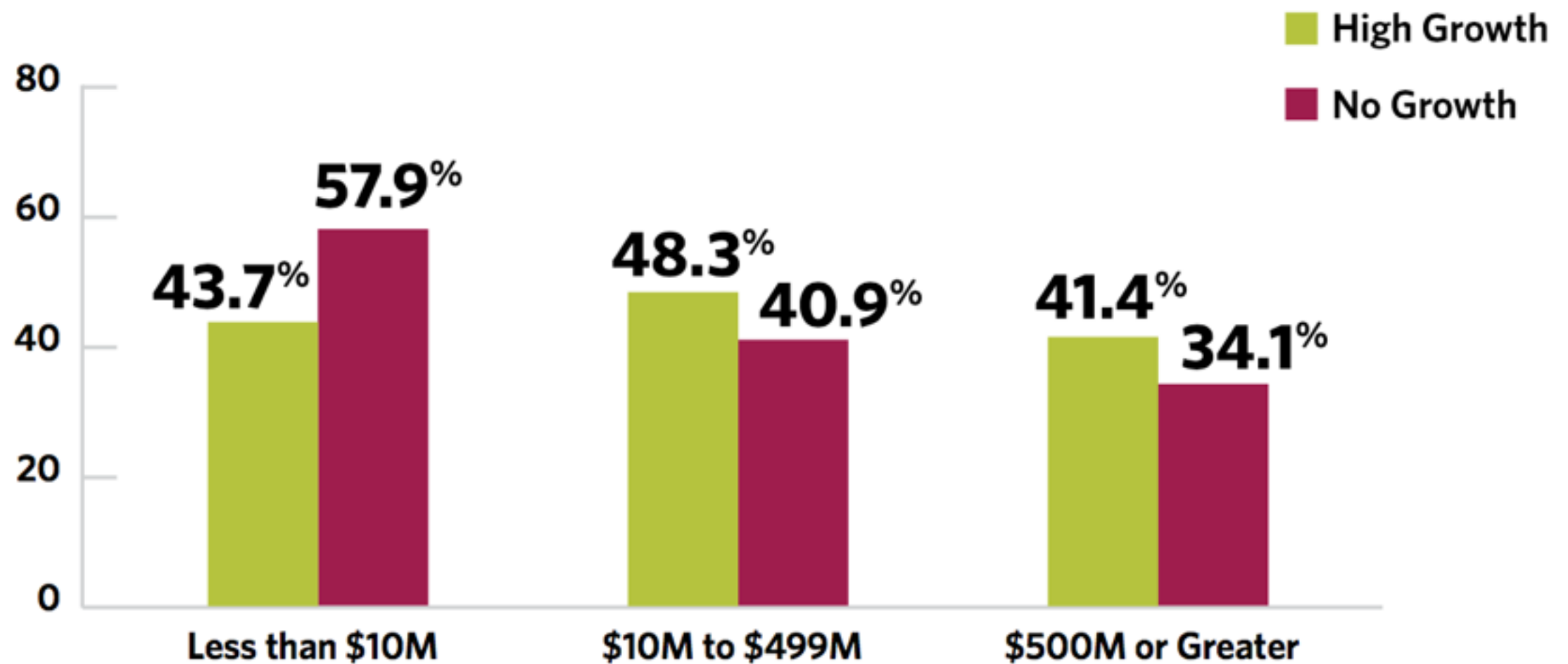
Strategy

# Highly Specialized Firms





# Target Client Size



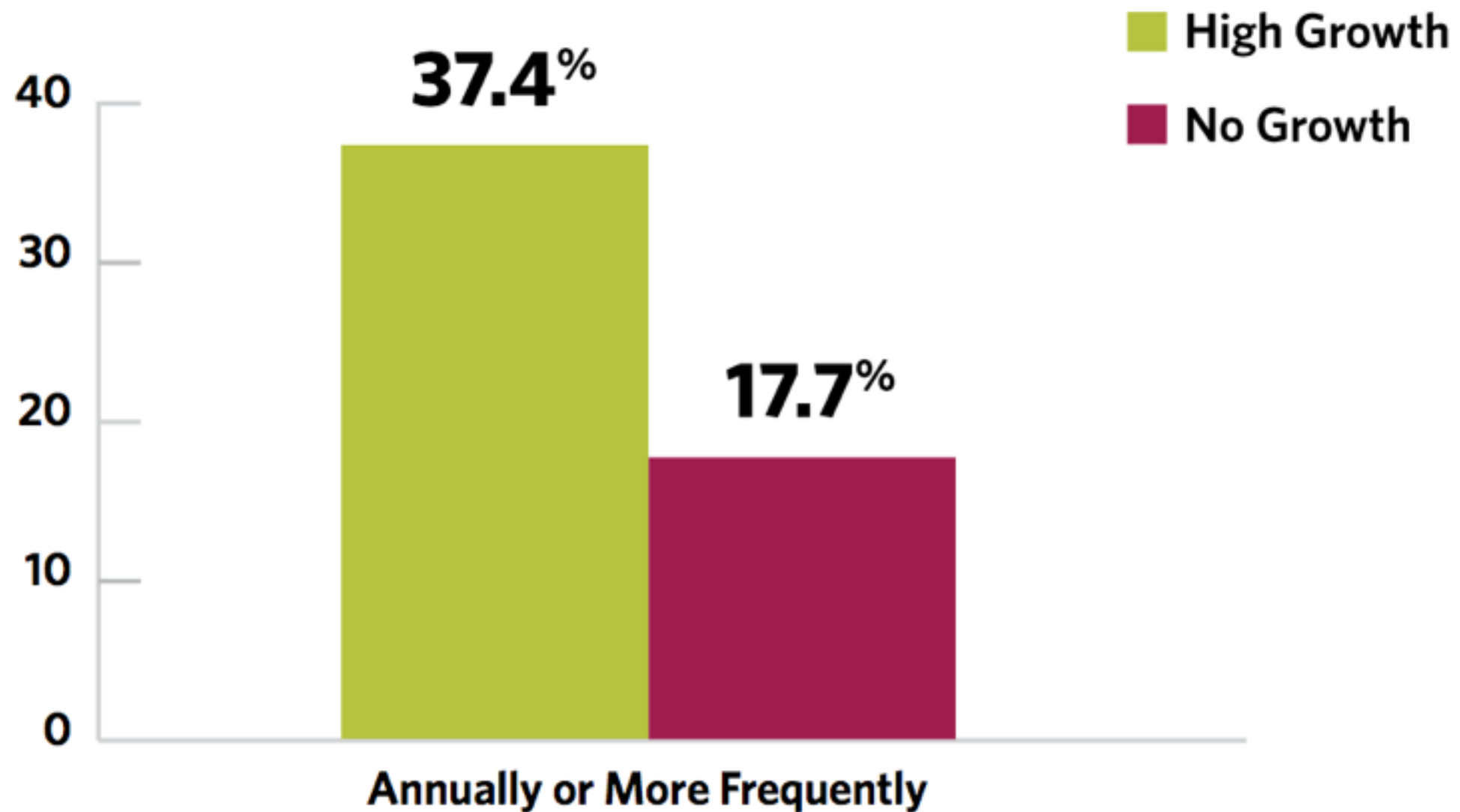


High-Growth Firms

2x

more likely to  
**conduct research**

## Research Frequency



# Top 5 Differentiators Most Favored by No-Growth Firms

**Our commitment to results**

**Where we are located**

**Awards we've received**

**Our reputation**

**The specialized services we offer**

# Top 5 Differentiators Most Favored by High-Growth Firms

**Our marketing/ business development approach**

**Our culture**

**Our business model**

**Our use of technology**

**The quality of our people**

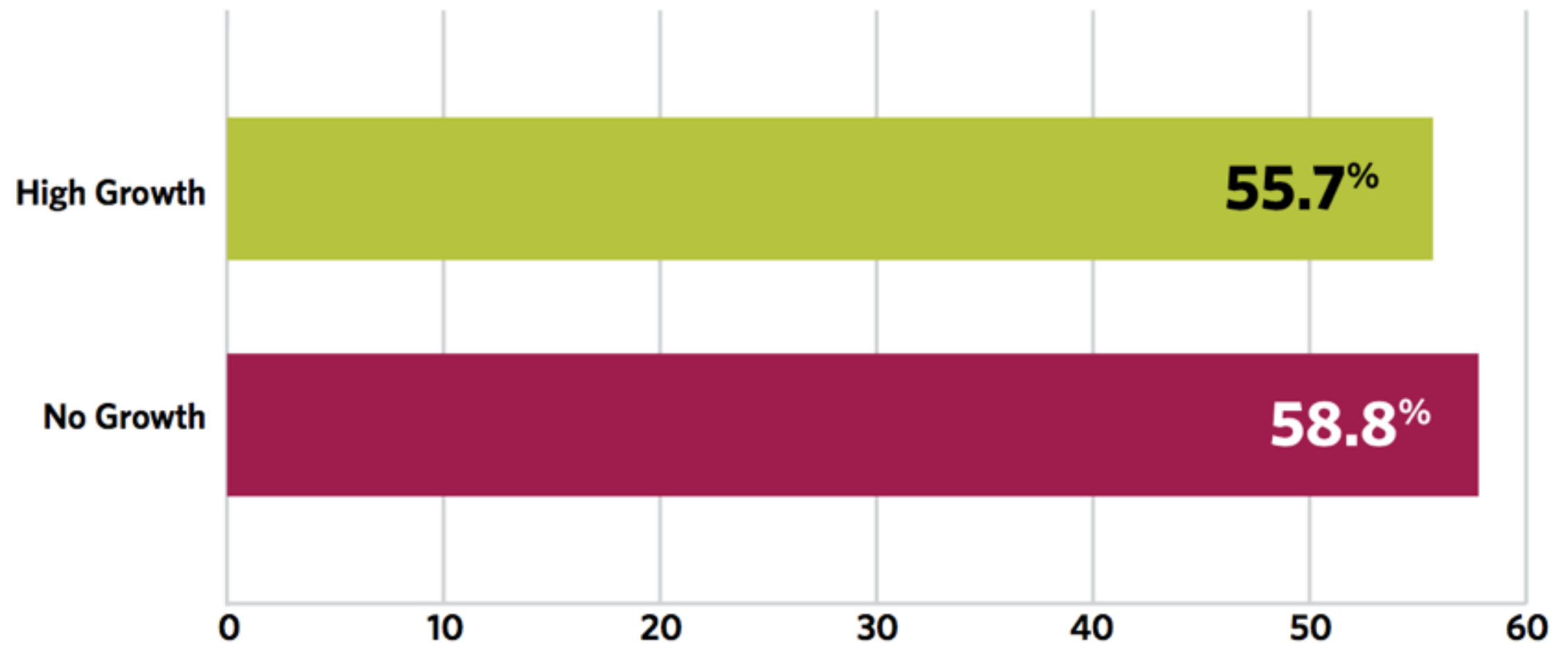


Marketing



**marketing**

# Total Marketing Effort



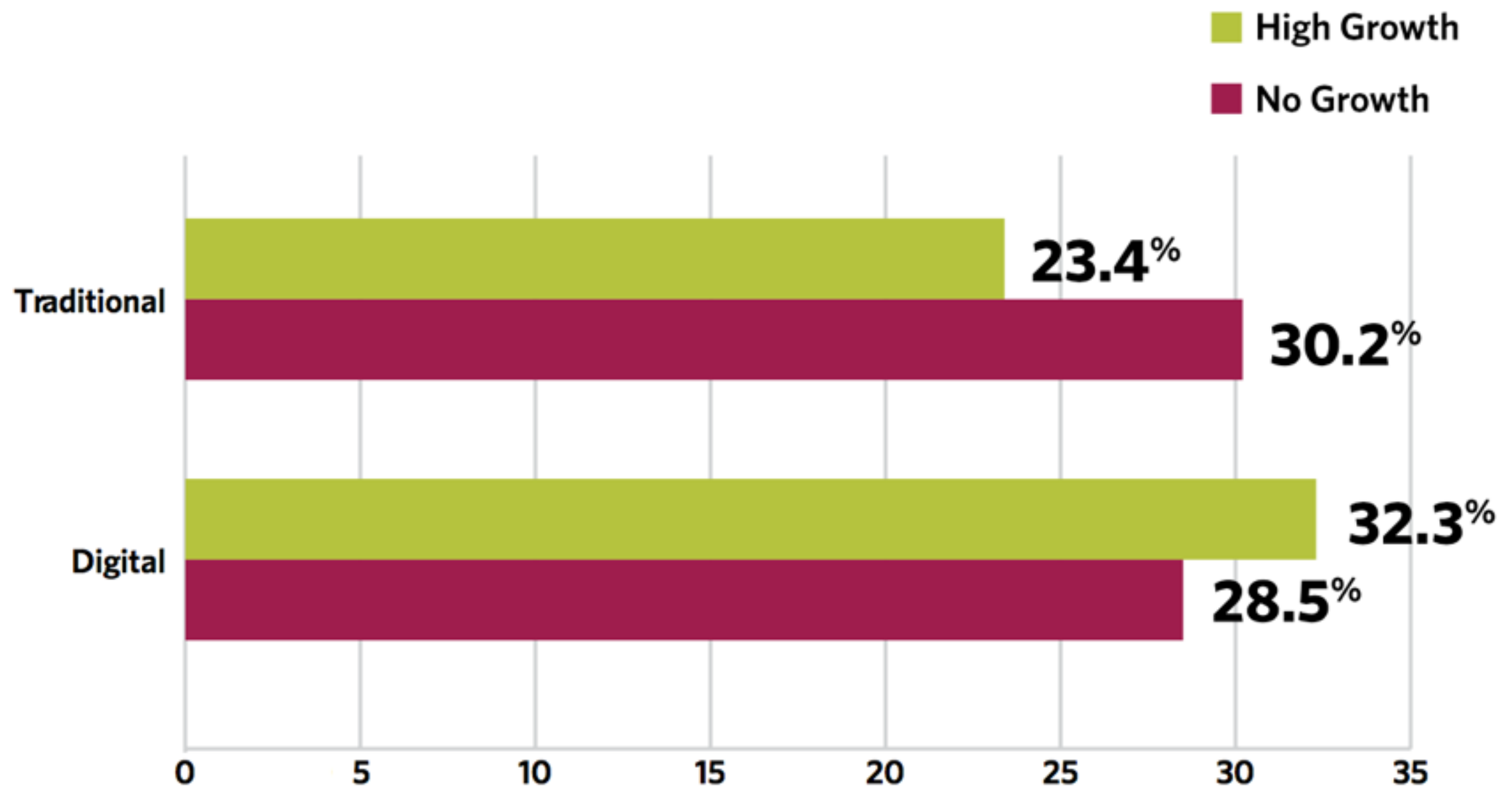
High-Growth Firms

23%

less effort into  
**traditional marketing**



# Traditional vs. Digital Marketing Effort







High Growth Firms

11%

greater impact from  
**traditional marketing**

# Traditional Techniques Favored by High-Growth Firms

**Marketing collateral**

**Phone marketing**

**Direct mail**

**Speaking engagements**

**Partnership marketing**

**Conferences/ tradeshows**

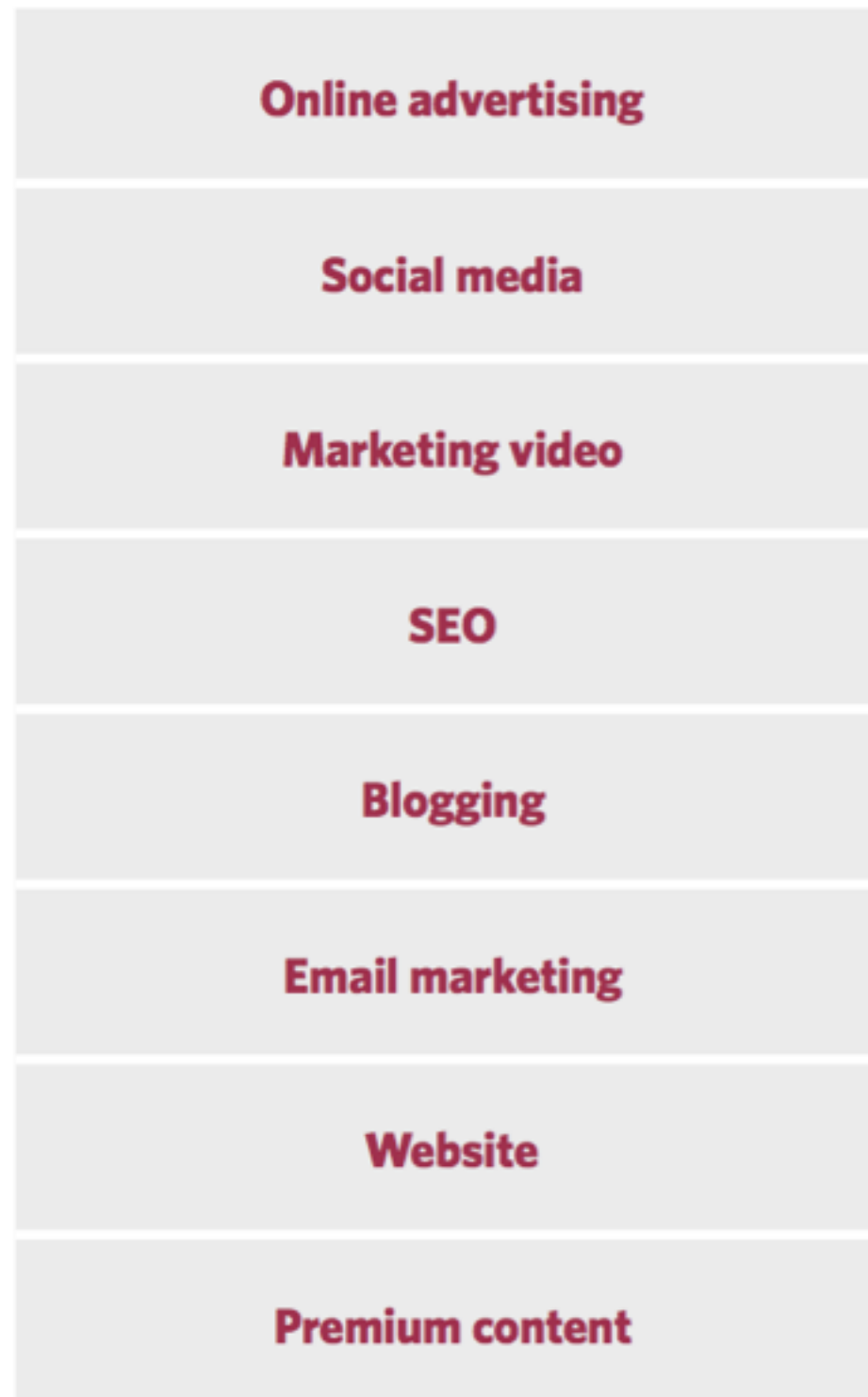


High Growth Firms

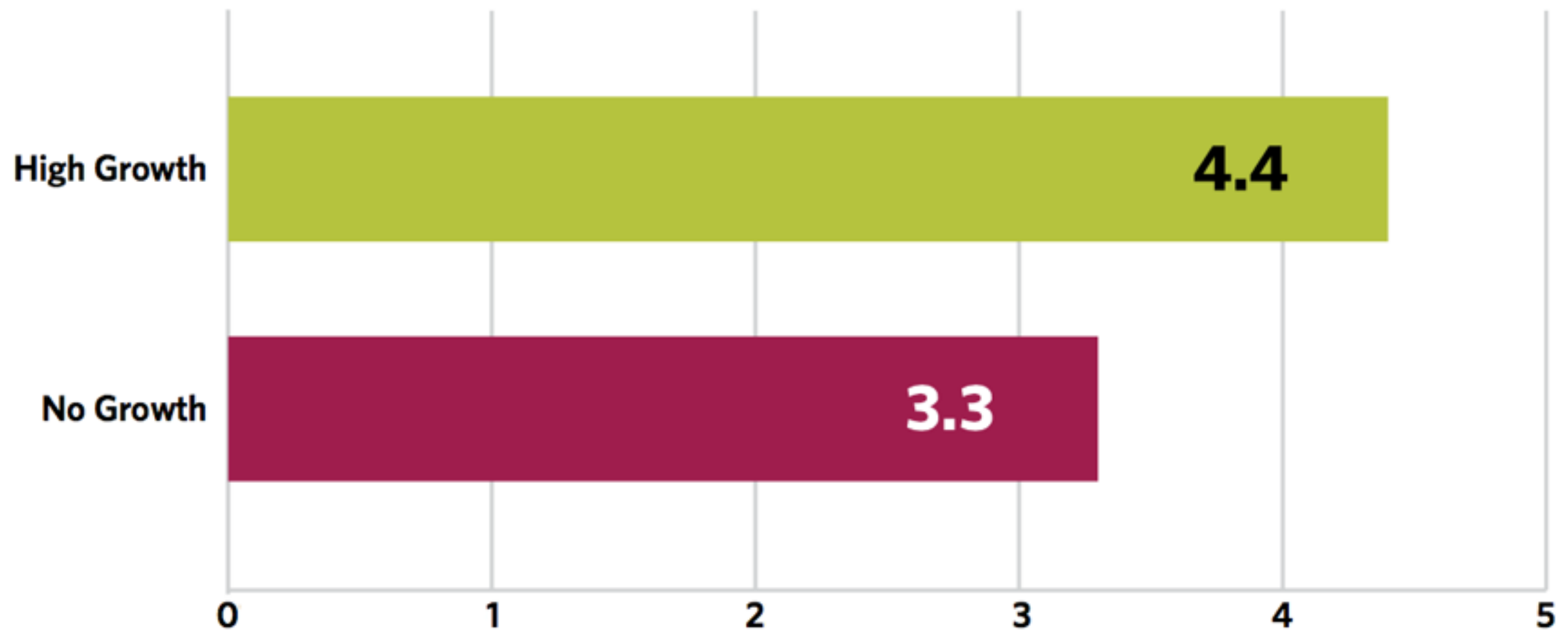
35%

greater impact from  
**digital marketing**

# Digital Techniques Favored by High-Growth Firms



# Average Number of Metrics Used to Measure Marketing Effectiveness





# High-Growth Firm Metrics

**Brand awareness**

**Website traffic**

**Social media engagement**

**Lead generation**

**Conversion rate**

# Do it Yourself with Hinge University

Hinge University is a powerful, new training platform where busy professionals can learn—step by step—how to grow their business, from the leader in professional services marketing.

There are many different ways of learning with Hinge University. We recommend the Visible Firm® course to leverage what you've learned in this webinar.

## In The Visible Firm® course, you'll learn:

- > How to make your firm more visible
- > How to grow your firm faster
- > Attract better talent

Register at: [www.hingeuniversity.com](http://www.hingeuniversity.com)

# How Hinge Can Help

## Free High Growth Review:

- > We'll discuss what you're currently doing
- > Ways to find opportunities to improve technique
- > Timeline and cost to accelerate growth



**Respond to follow-up**

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For webinar registrants only!

# Thank you! Questions?

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Thank You

