



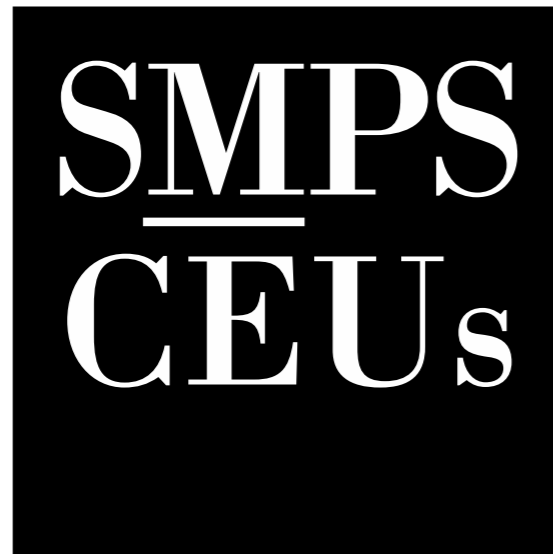
Unlocking the Secrets of High-Growth Firms

Presented by Lee Frederiksen, Ph.D. and John Tyreman



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Agenda

- > Background
- > Financial Performance
- > Strategy
- > Marketing



Segmented by Size,
Industry, and
Growth Rate



505 Firms

\$87 Billion
Revenue

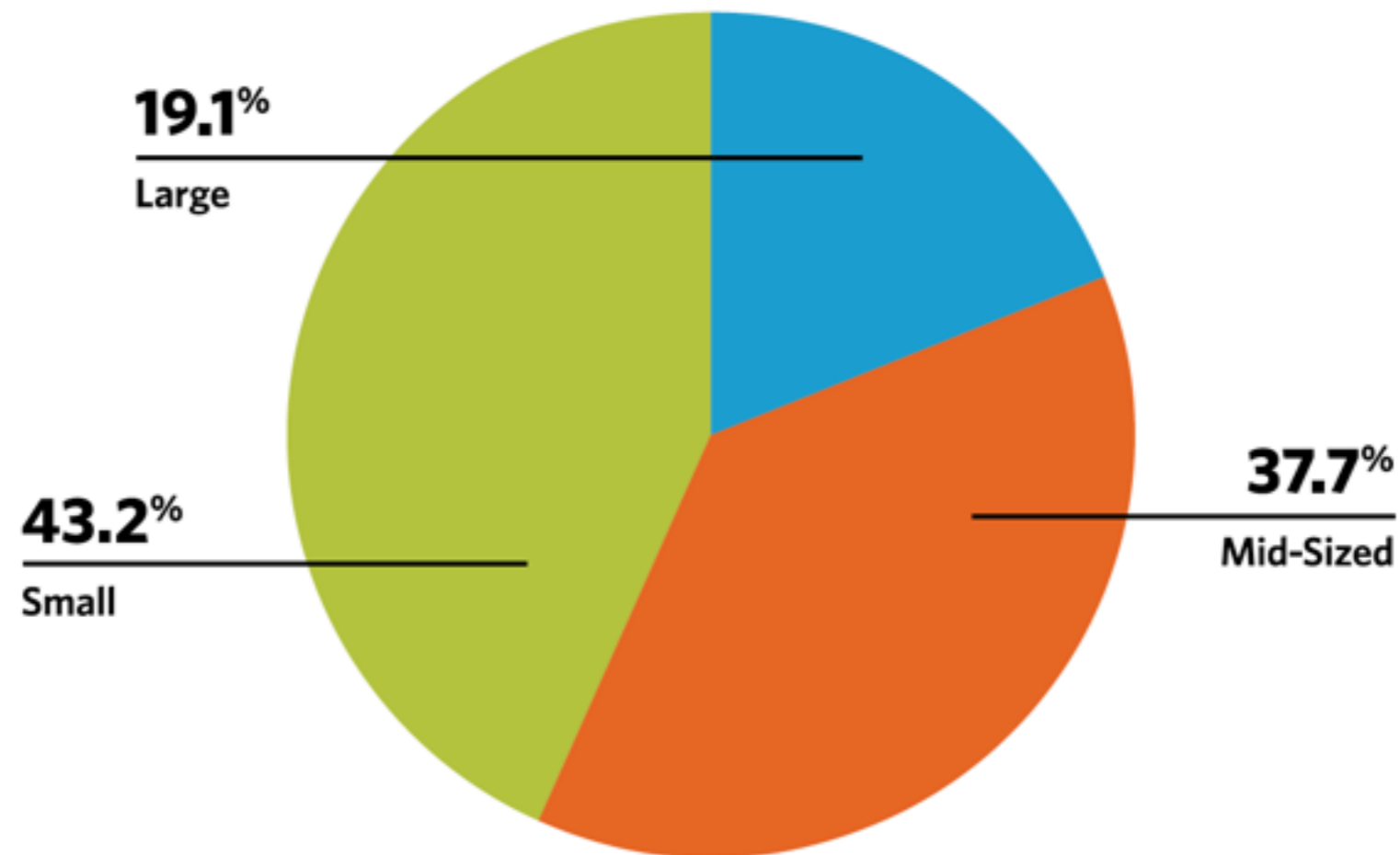
Background



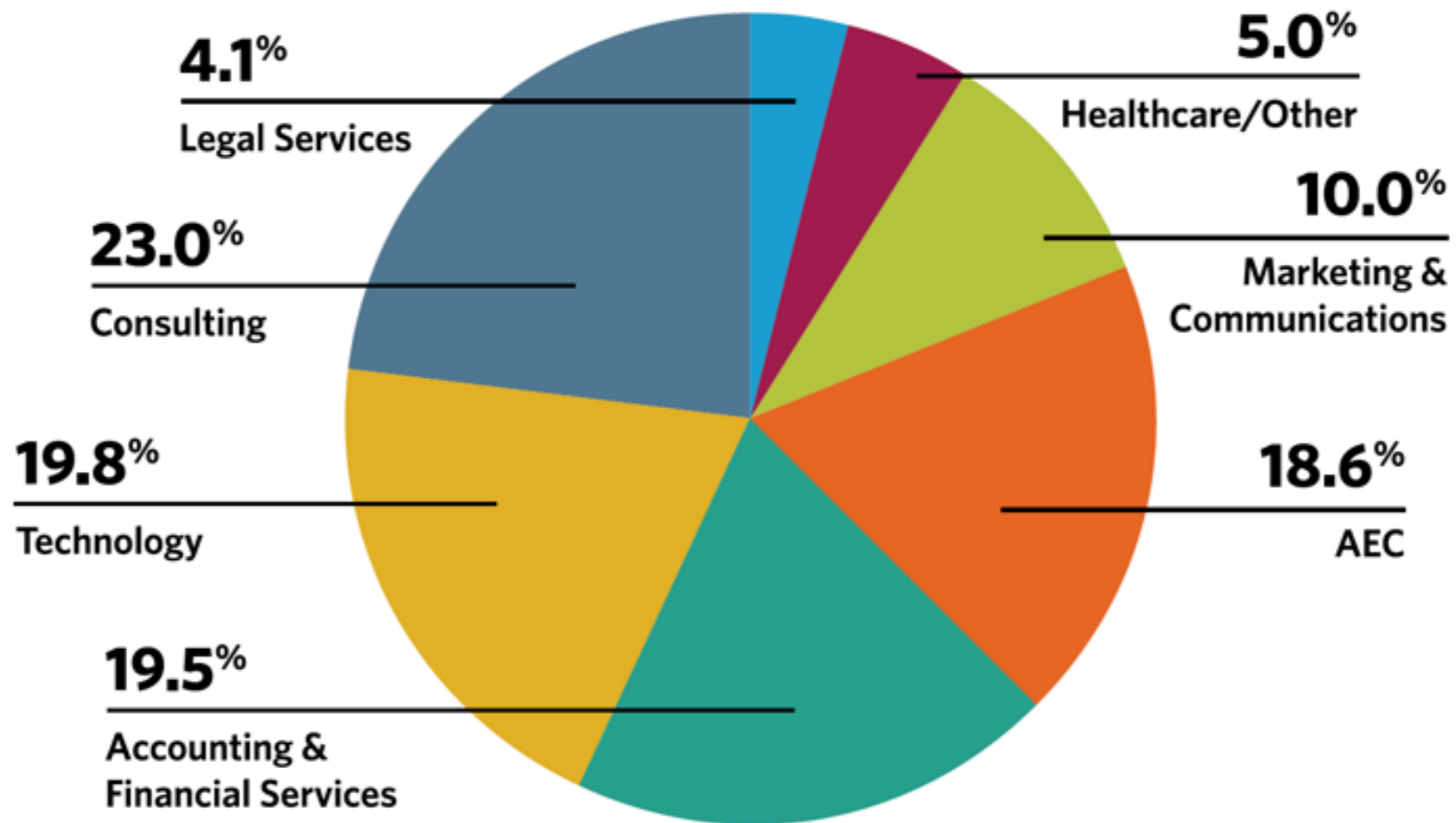
Firm Size Category Description

Large Firms	\$50 million or greater in revenue and more than 200 employees
Mid-Sized Firms	Between \$5 million and \$49.9 million in revenue and between 50 and 200 employees
Small Firms	Between \$1 million and \$4.9 million in revenue and fewer than 50 employees

Sample Composition by Firm Size



Sample Composition by Firm Industry



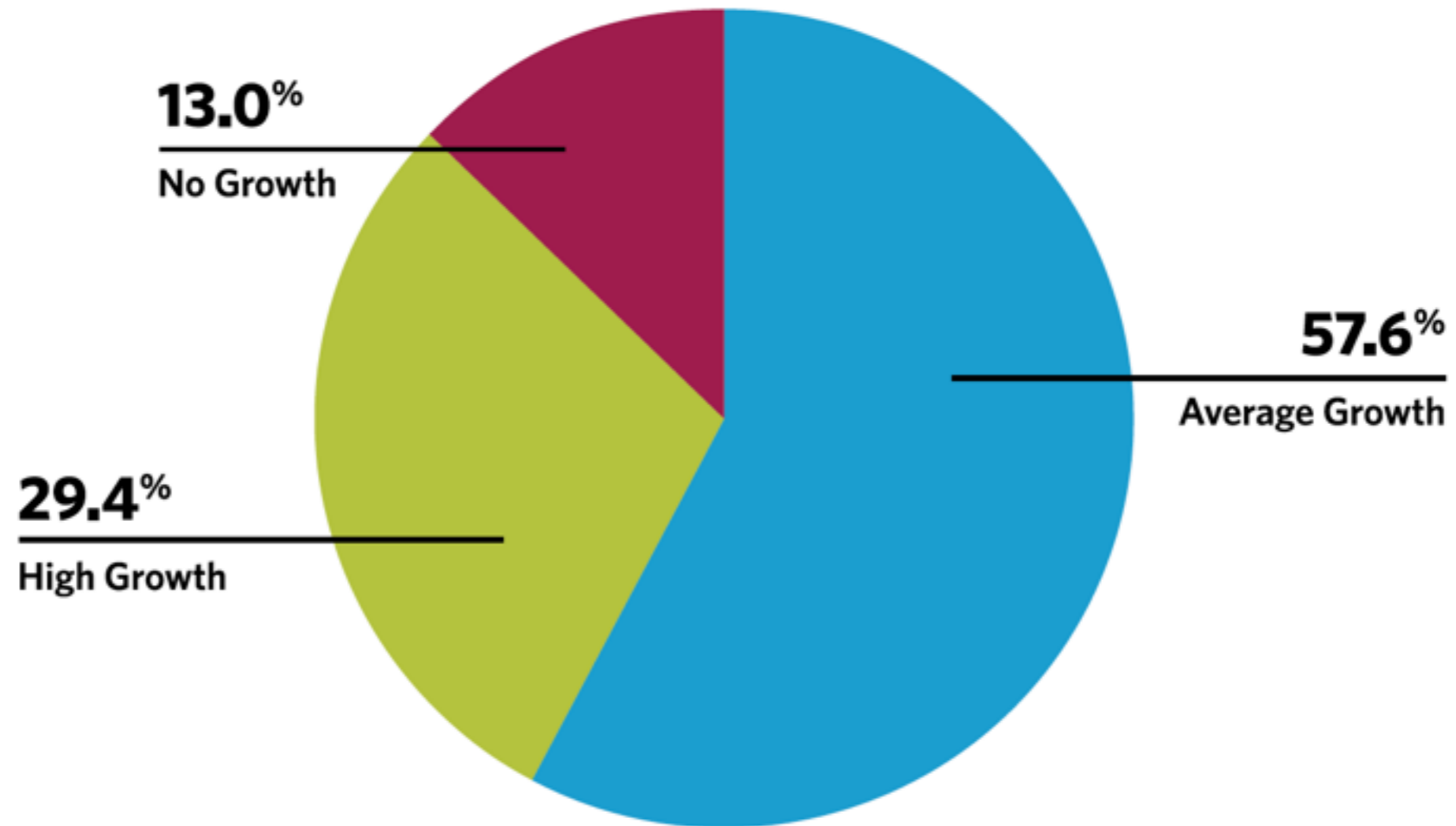
Financial Performance



Growth Category Description

High Growth	Average yearly growth rate of at least 20%
Average Growth	Positive growth, but was less than 20%
No Growth	0% growth, or declining revenue

Sample Composition by Firm Growth



Proportion of Firm Sizes Among High-Growth Firms

FIRM SIZE	TOTAL SAMPLE	HIGH GROWTH
Small	43.2%	55.8%
Mid-Sized	37.7%	30.8%
Large	19.1%	13.5%

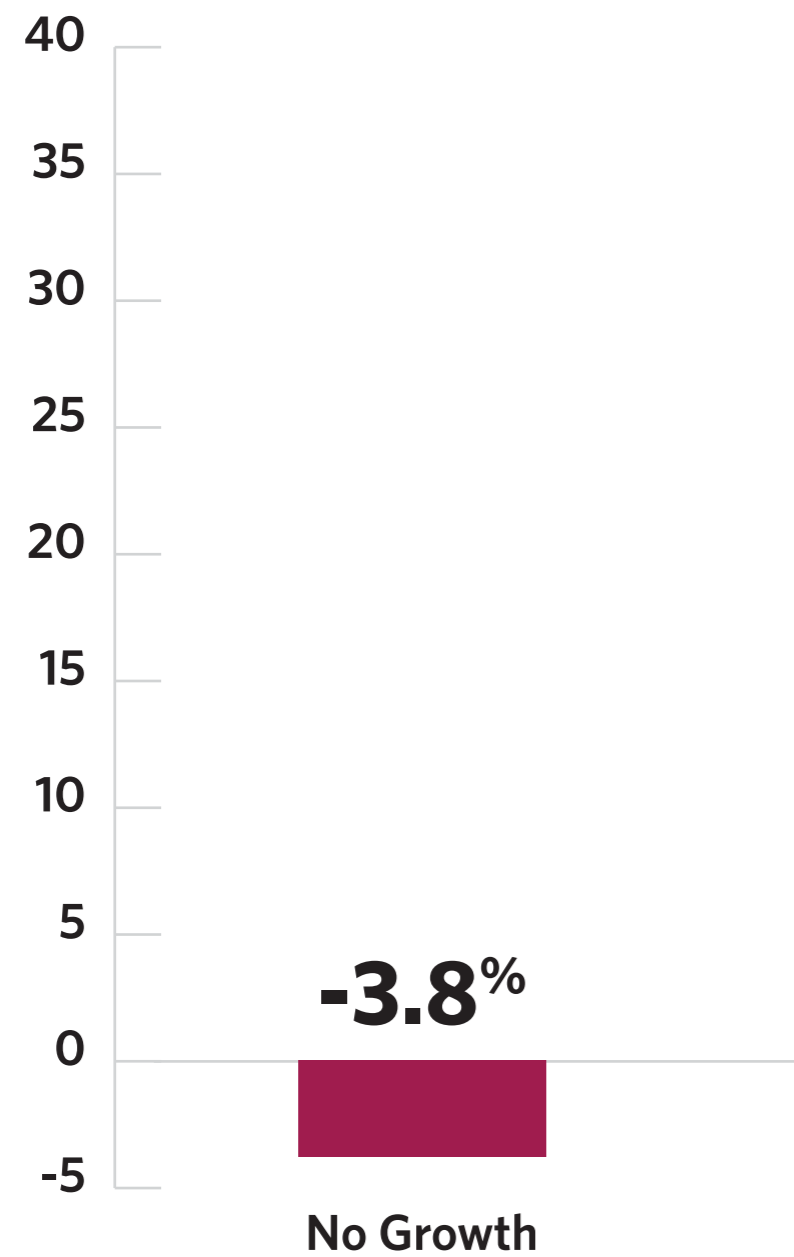


High-Growth Firms

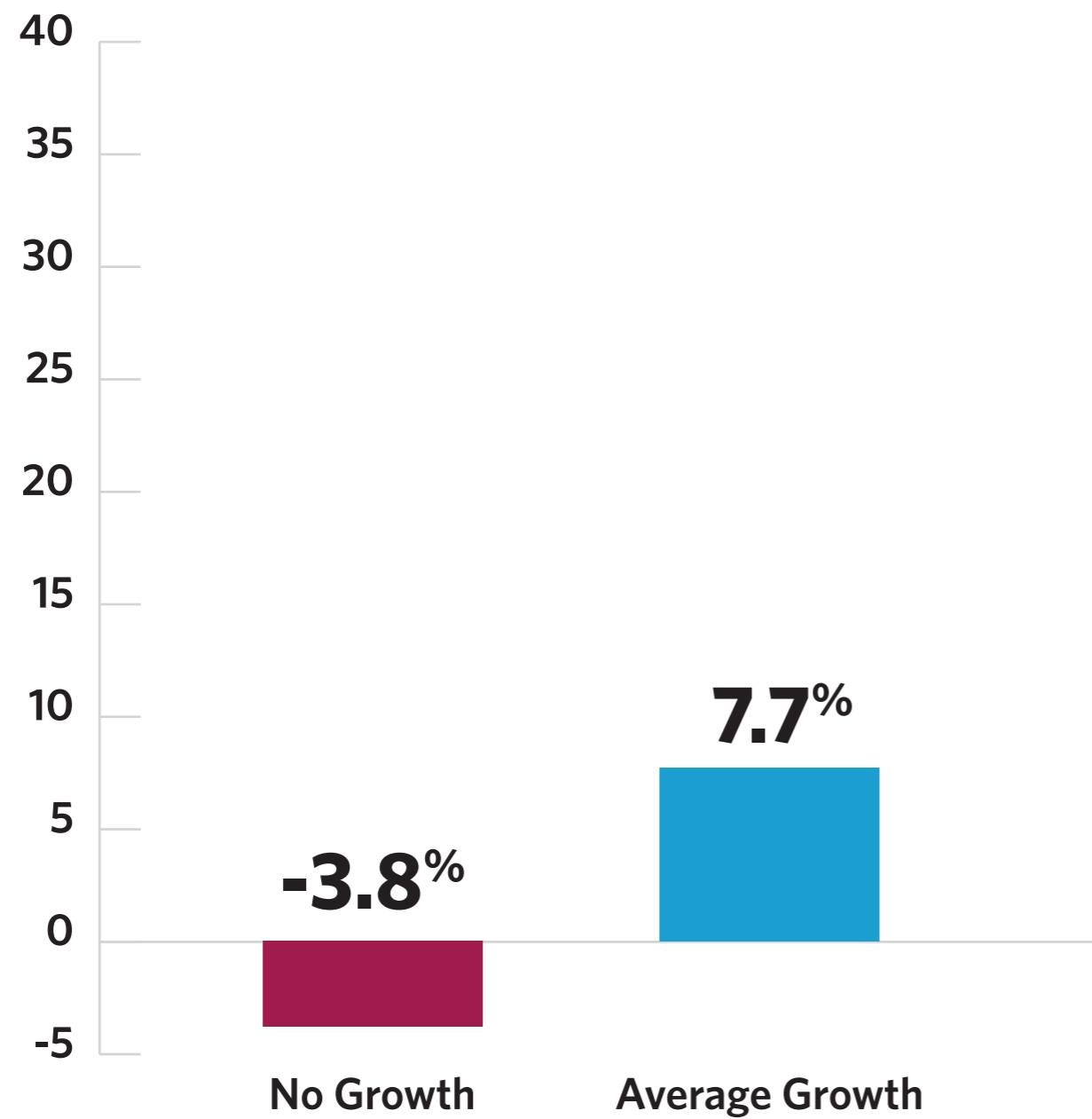
4.5X

faster growth

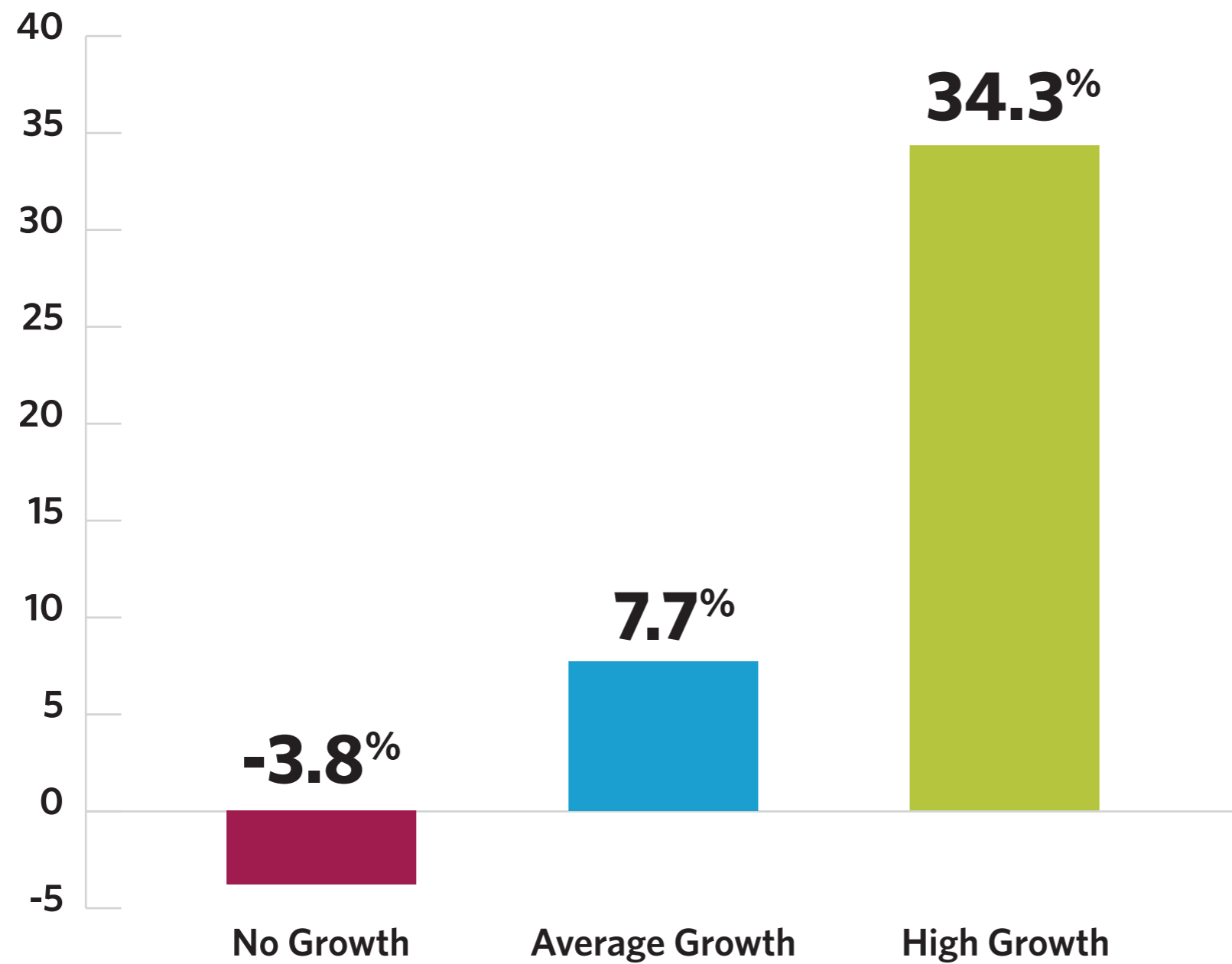
Annual Growth Rate



Annual Growth Rate



Annual Growth Rate



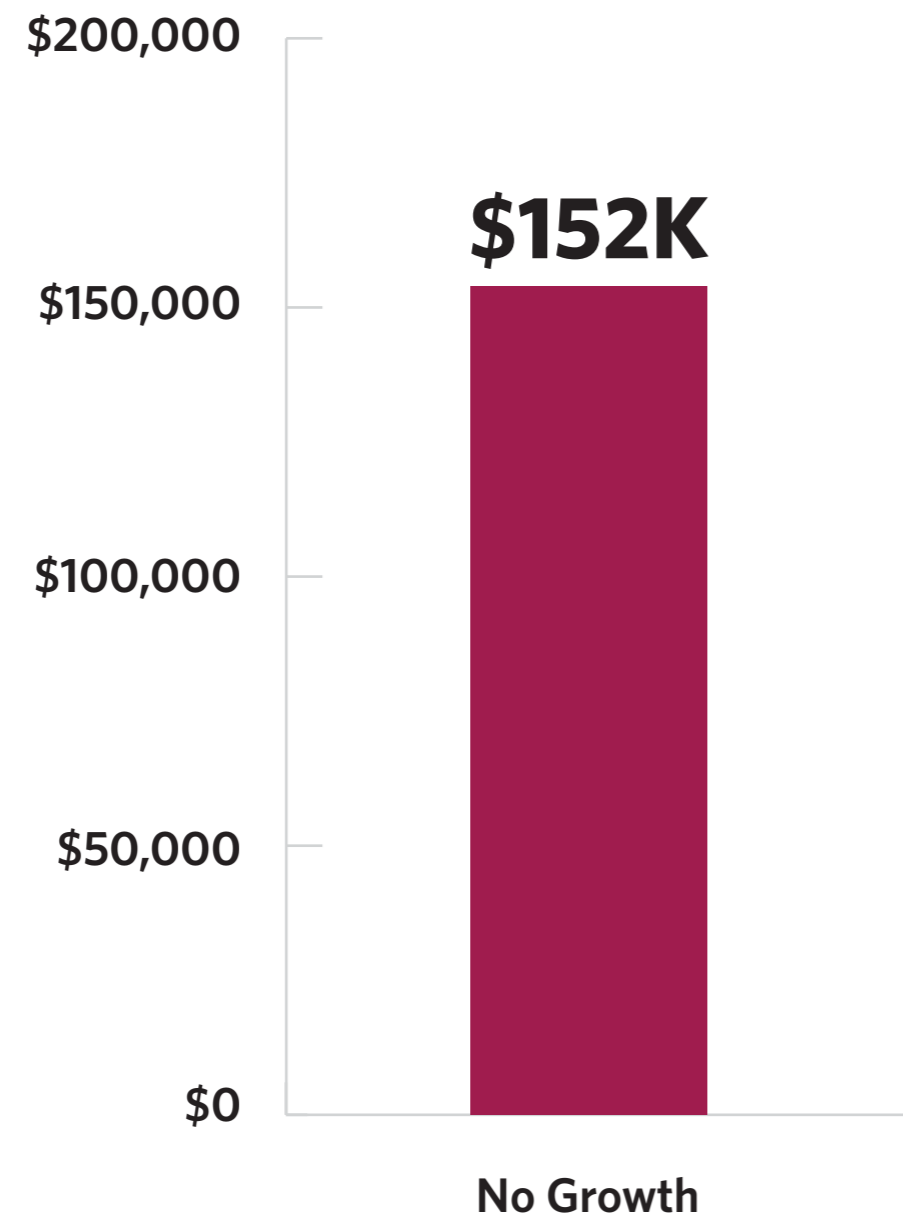


High-Growth Firms

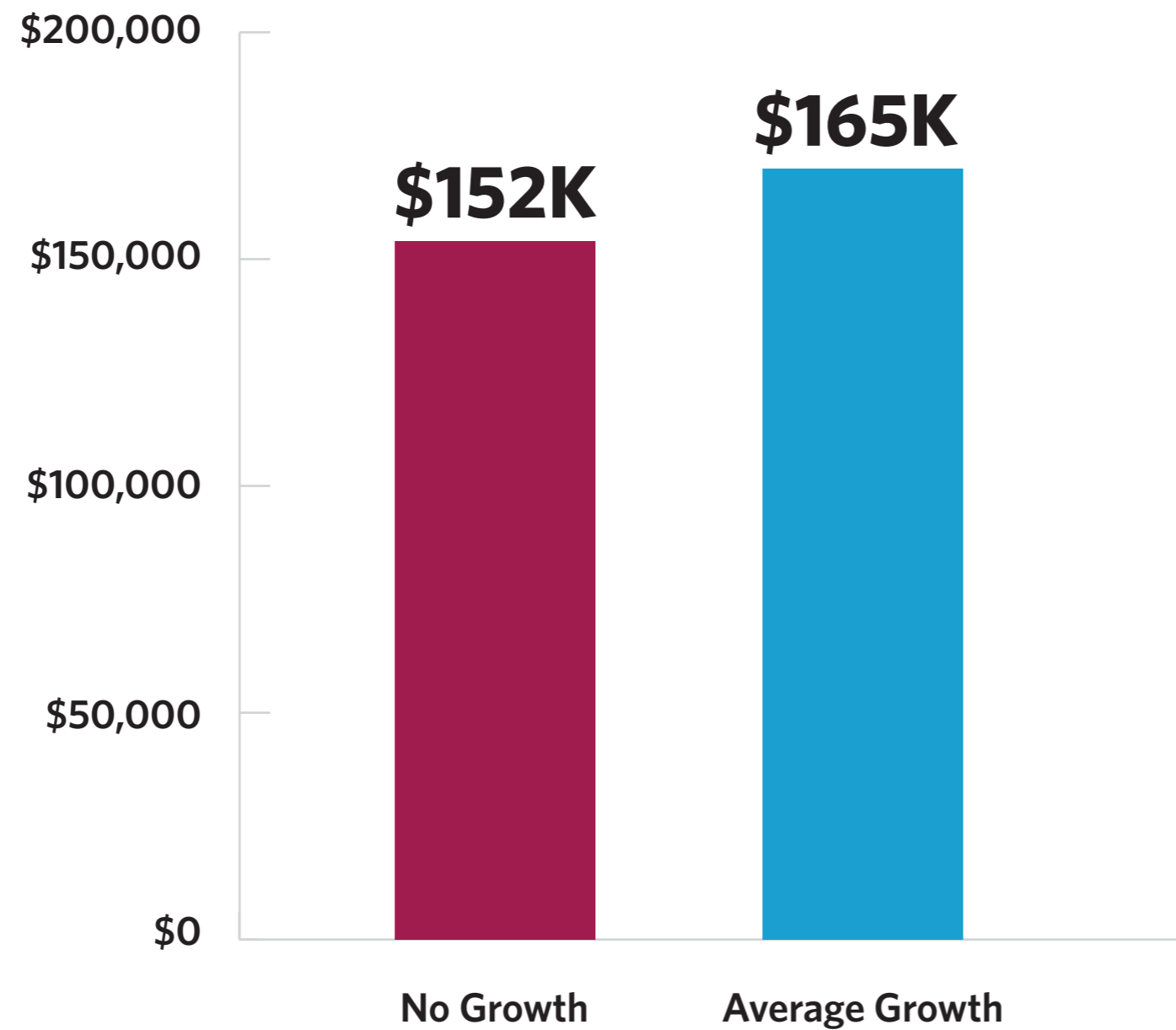
20%

**more revenue per
employee**

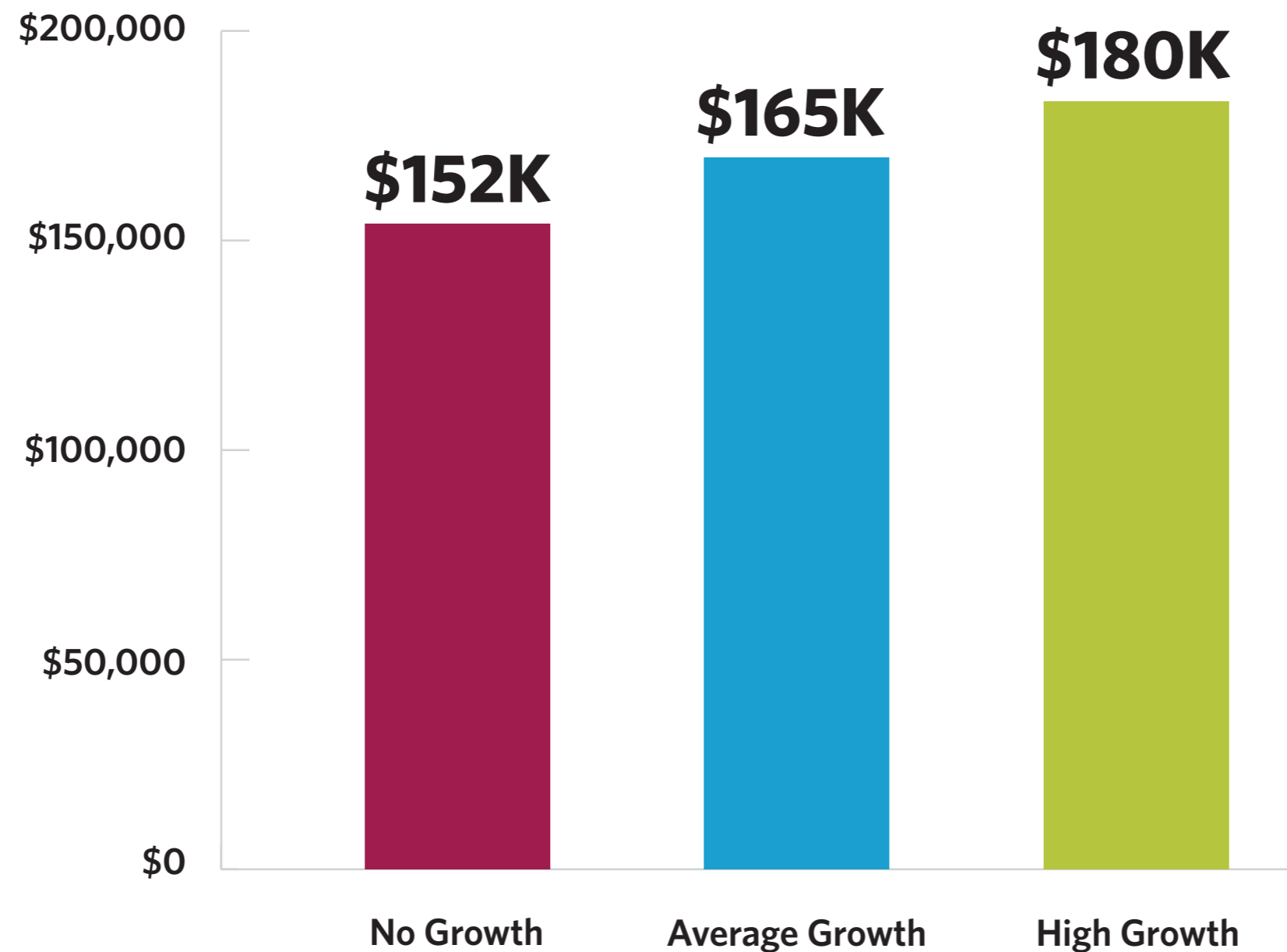
Revenue Per Full-Time Employee



Revenue Per Full-Time Employee



Revenue Per Full-Time Employee



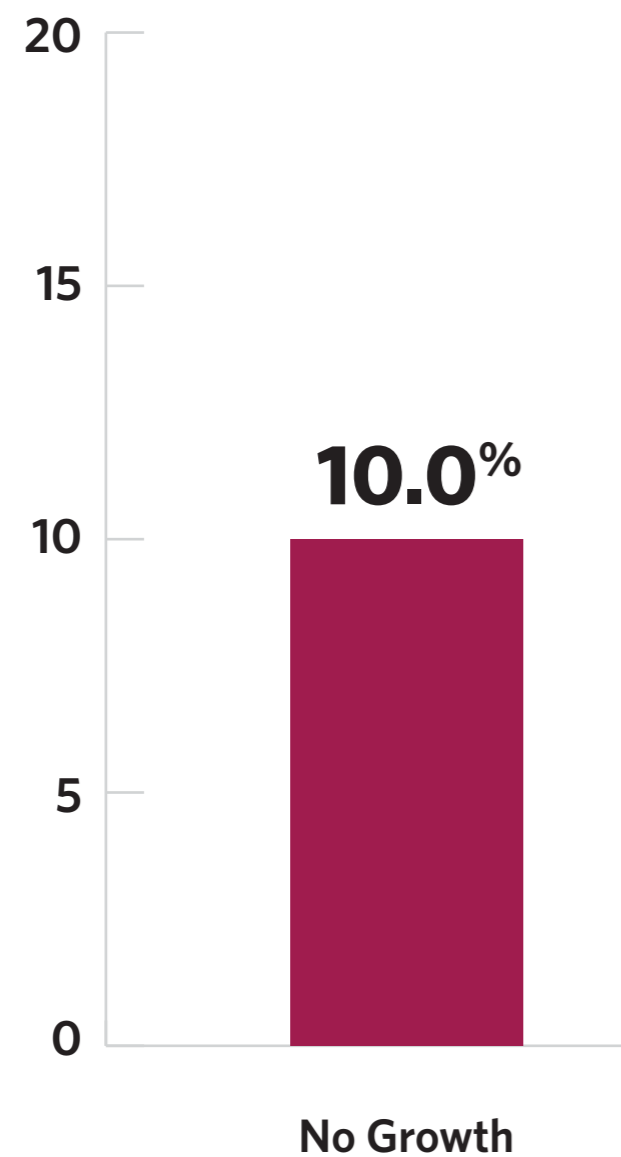


High-Growth Firms

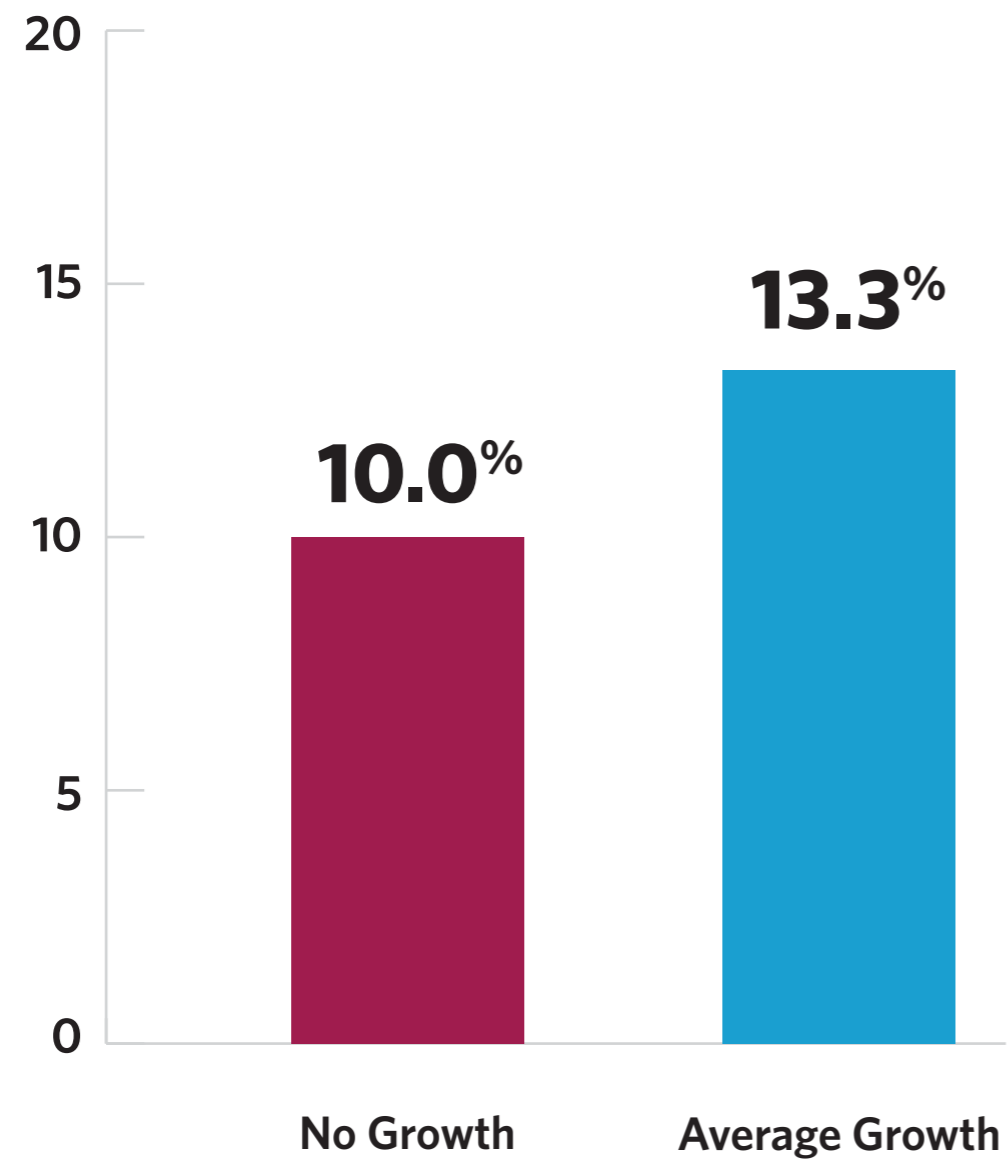
2X

more profitable

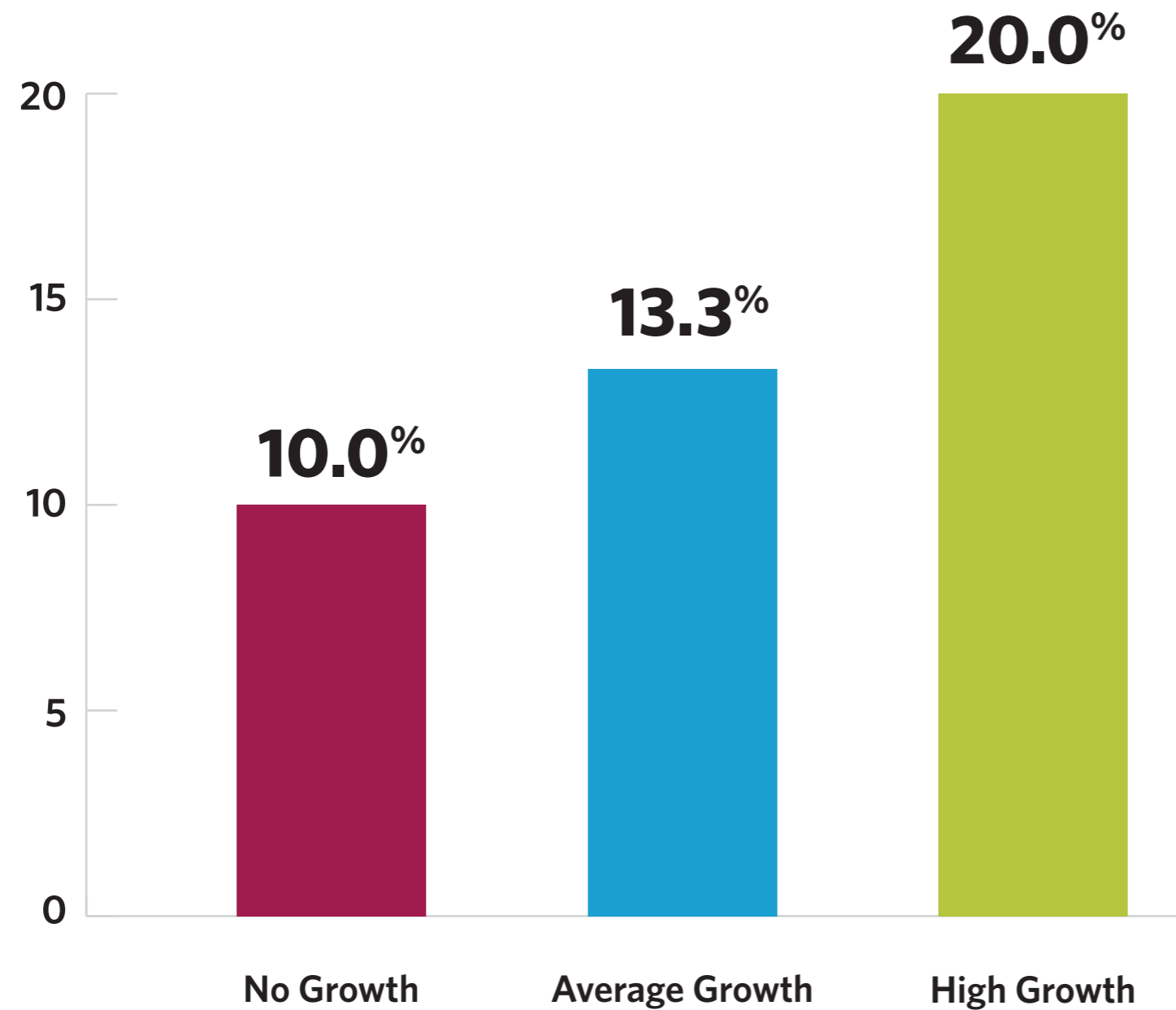
Profitability by Growth



Profitability by Growth



Profitability by Growth



Strategy

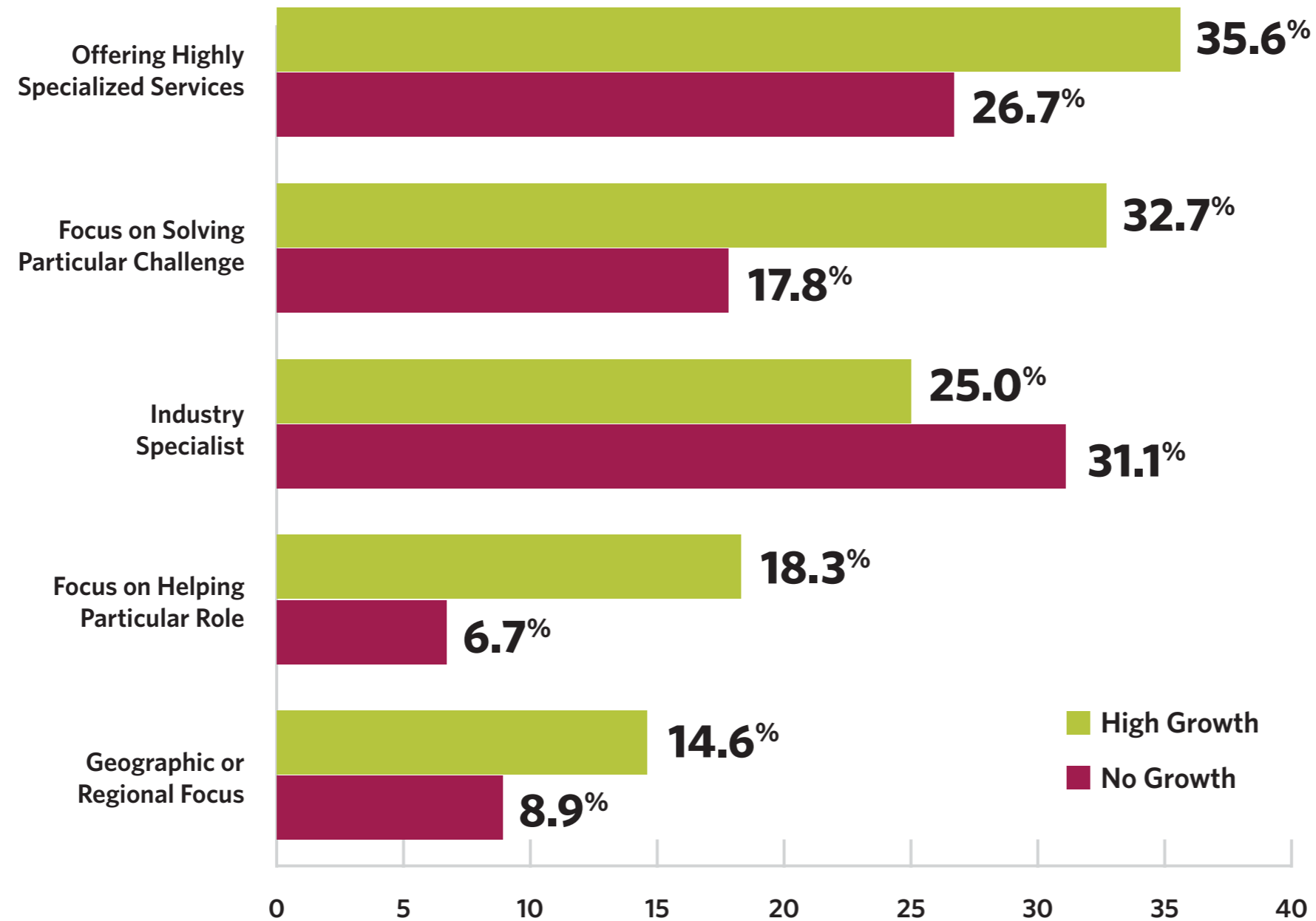


High growth firms are

22%

more likely to
be highly specialized.

Firm Specialization



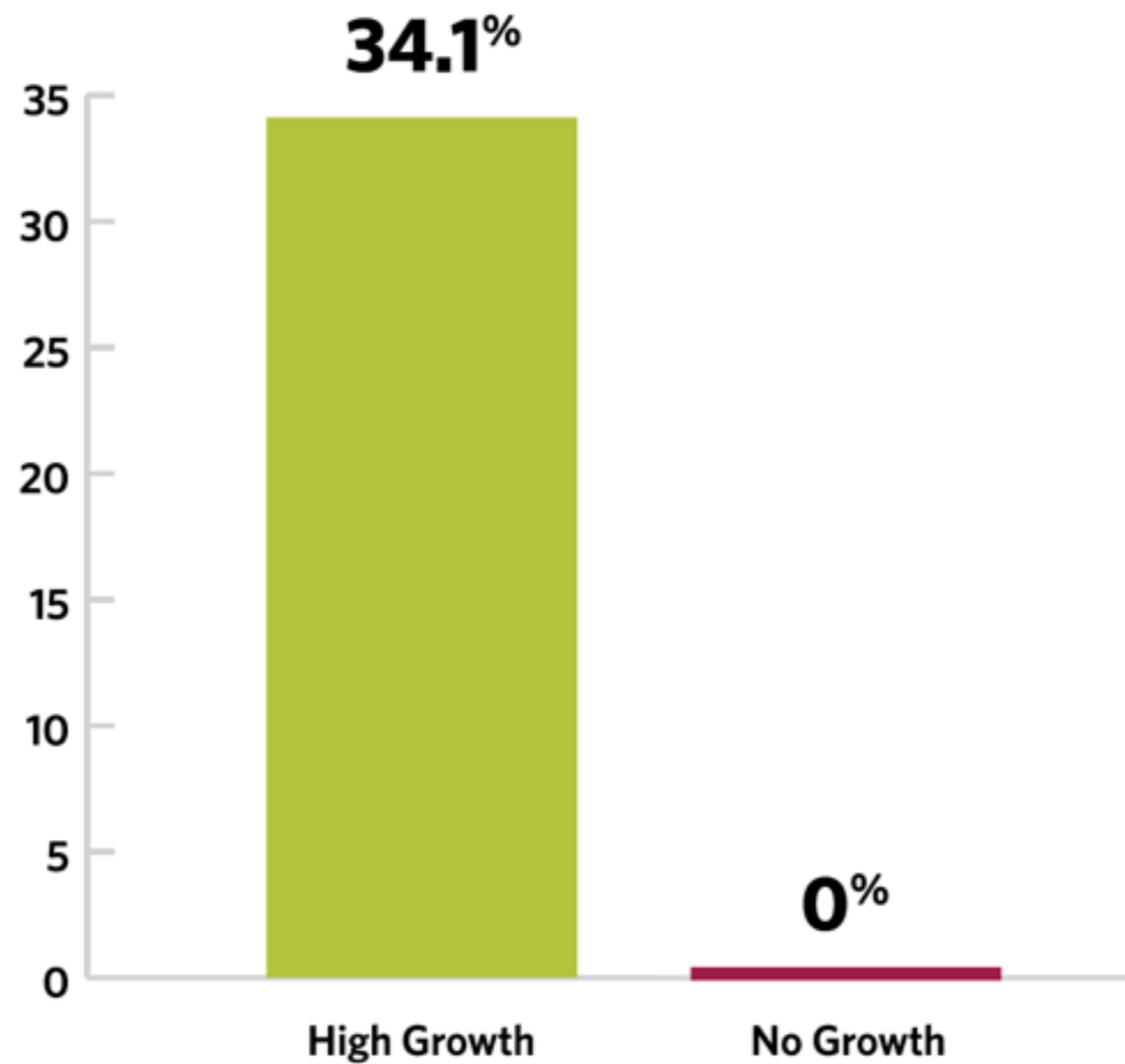
High-Growth Firms

40%

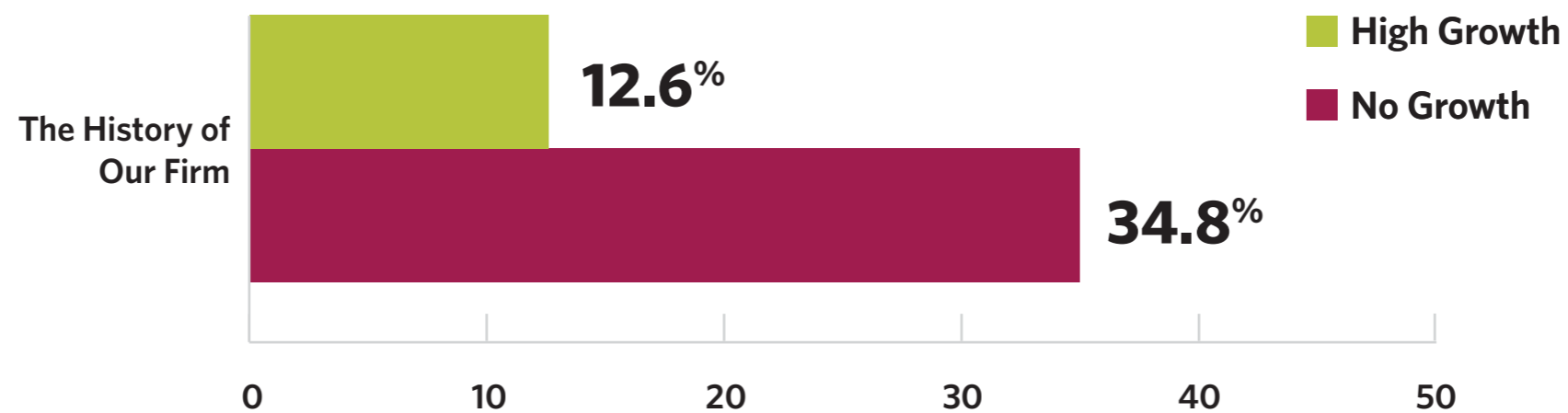
fewer services offered



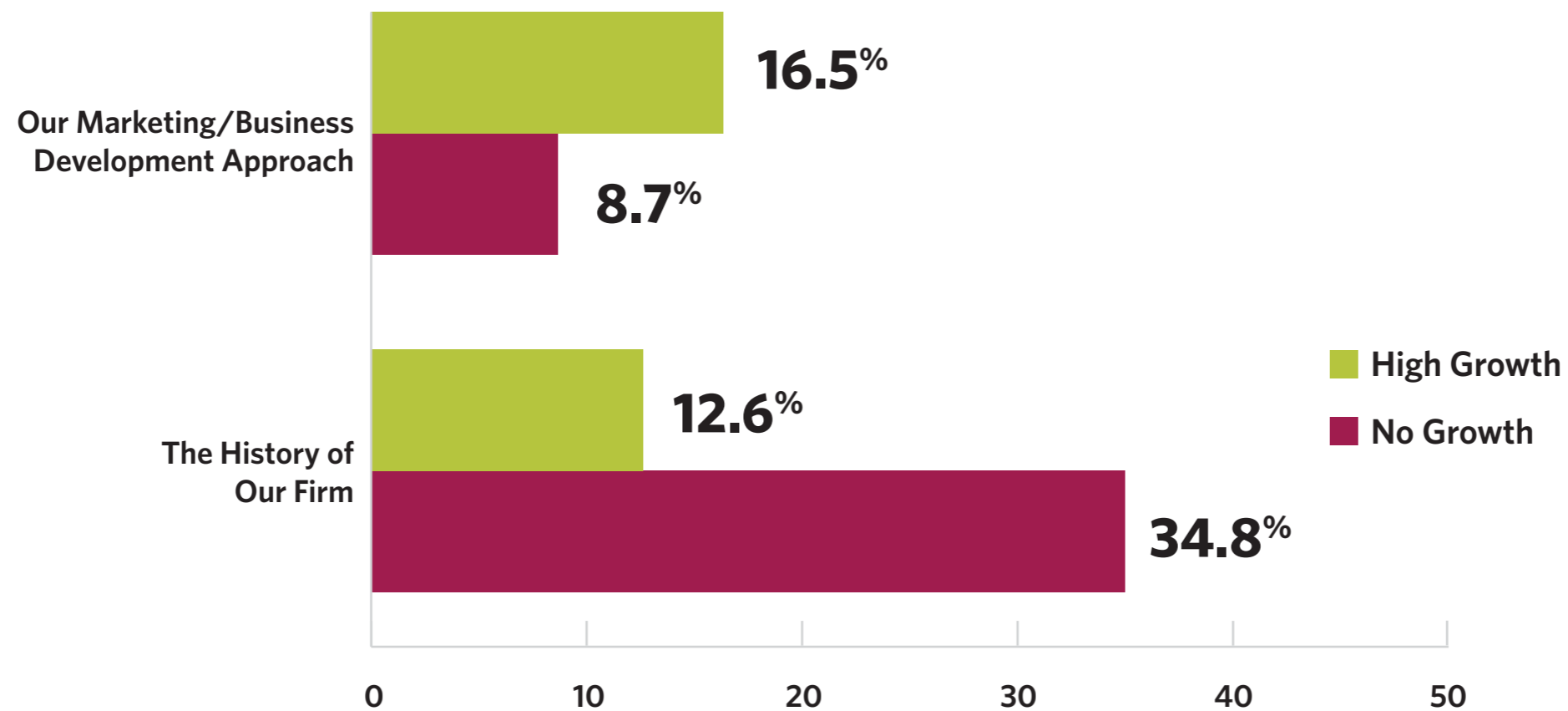
Frequent Research (at least quarterly)



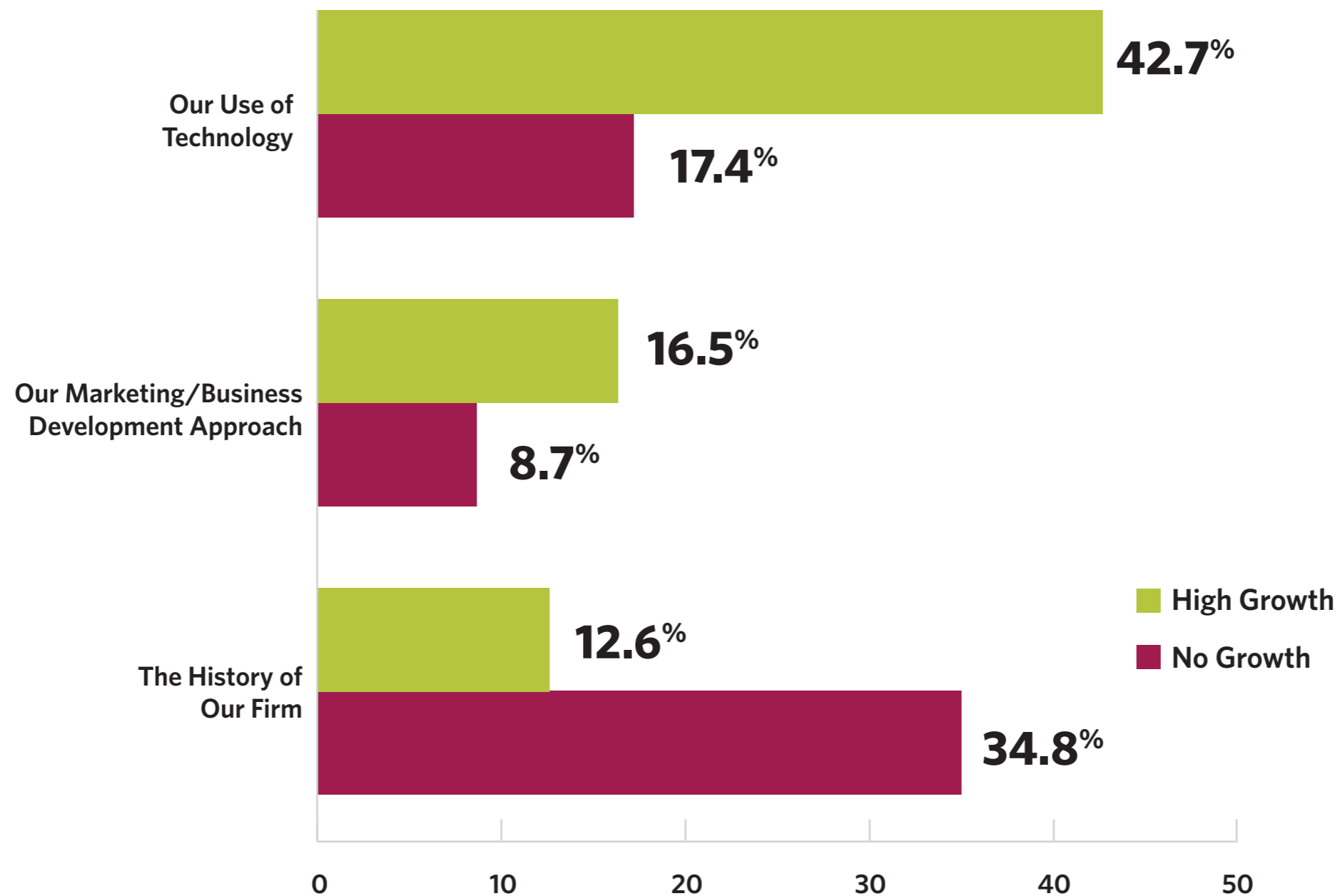
Remarkably Different Differentiators



Remarkably Different Differentiators



Remarkably Different Differentiators



Marketing



The Marketing Funnel

Attract Prospects

Attract potential buyers, influencers, and referral sources



Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.



Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.



High growth firms used

22%

more metrics to
measure marketing success.

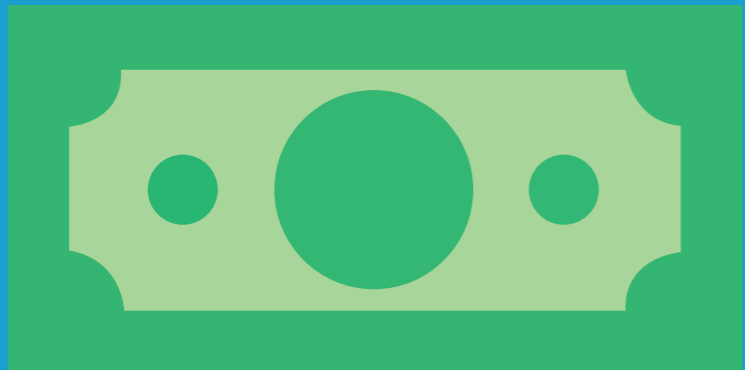
High-Growth Firms More Likely to Measure

- Web traffic
- Social media engagement
- Web conversions
- Speaking engagement invitations
- Number of leads generated



marketing

Effort



+



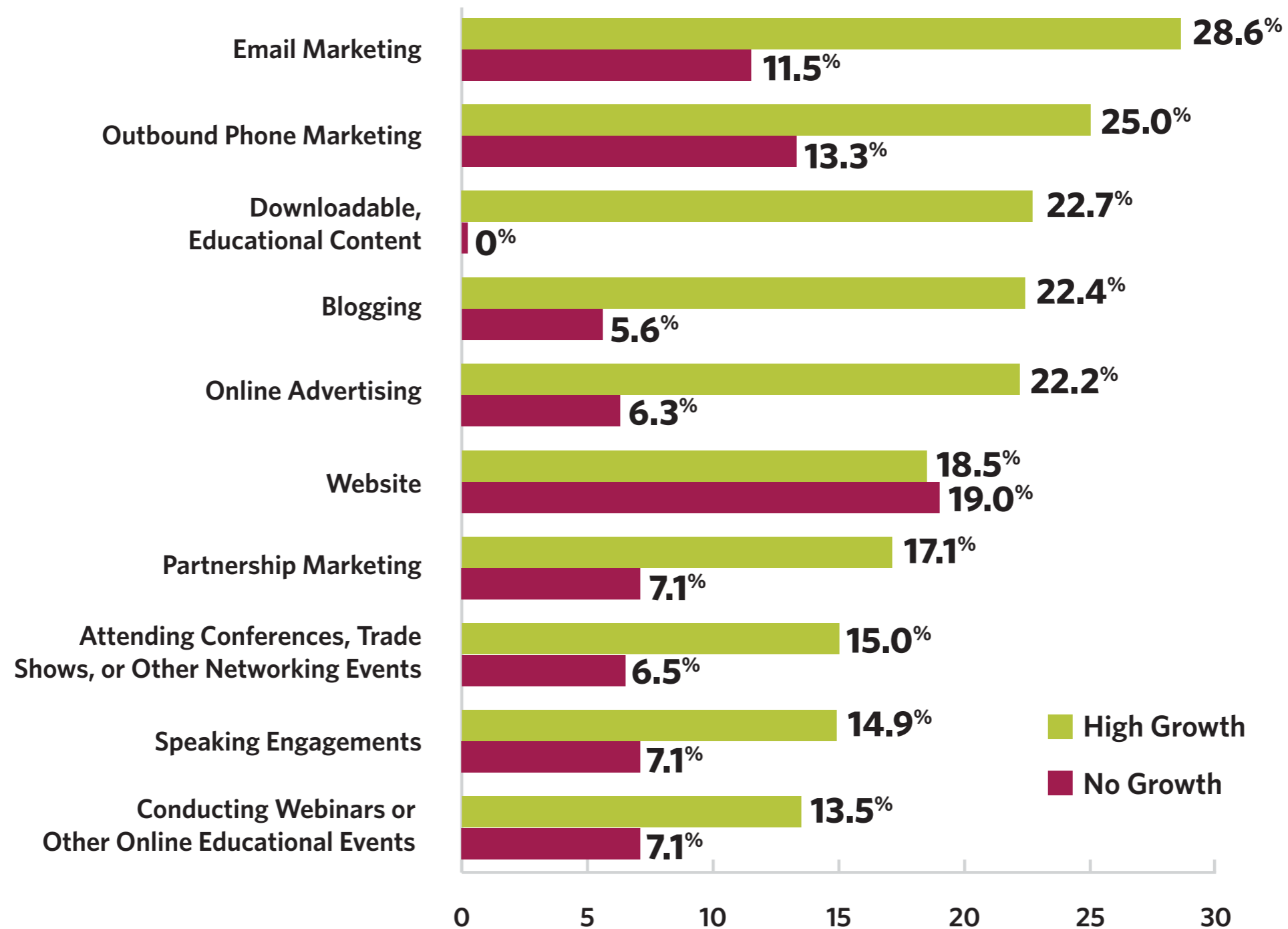


High-Growth Firms

43%

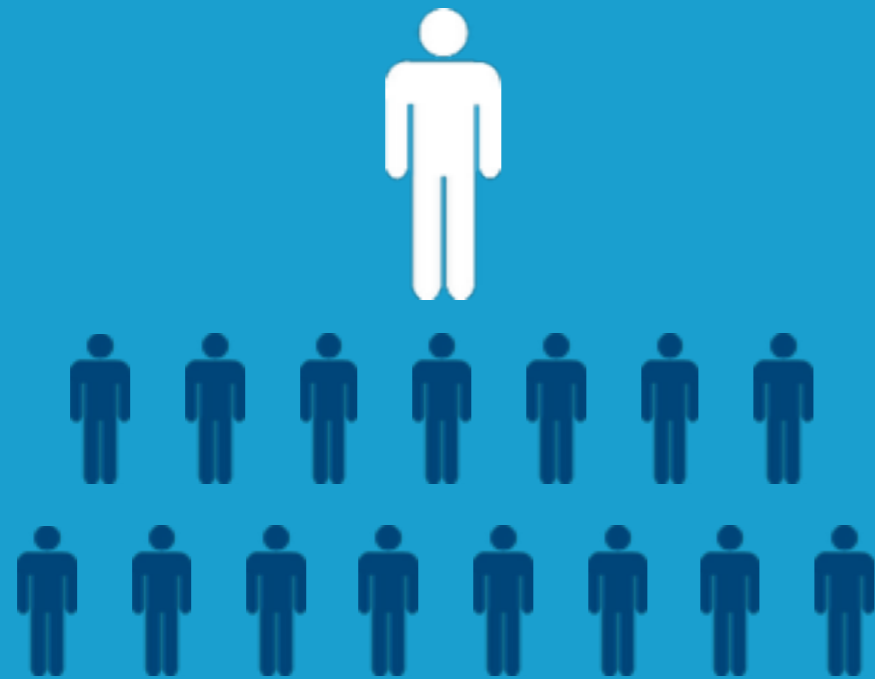
**more effort invested
in marketing**

Significant Investment Per Marketing Technique



High-Growth Firms Invest More in Their Marketing Team

High Growth



No Growth



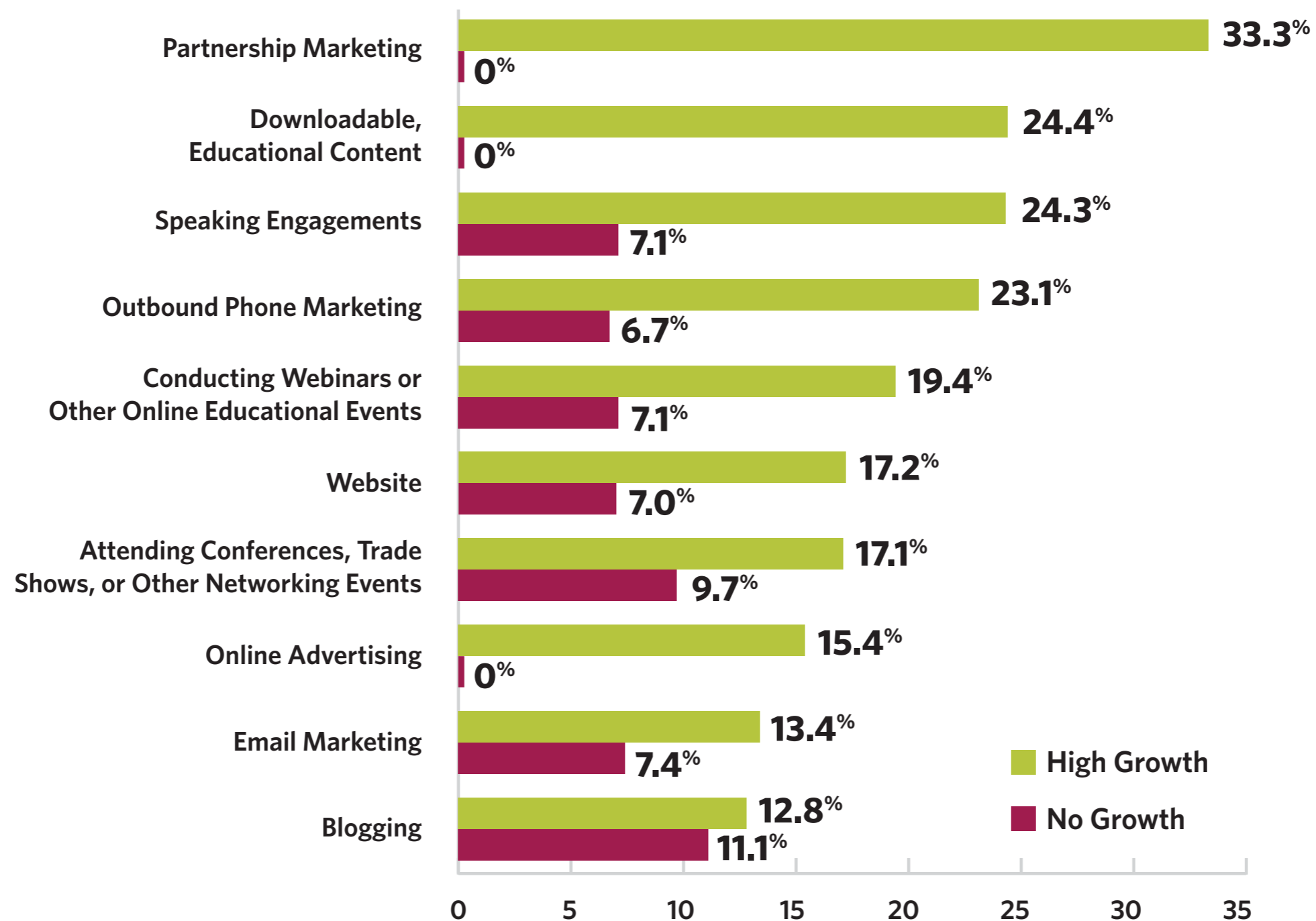


High-Growth Firms

74%

more marketing impact

Techniques with Greatest Marketing Impact



Thank you! Questions?

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Thank You

