

The Future of Growth

What are the fastest growing companies doing differently?

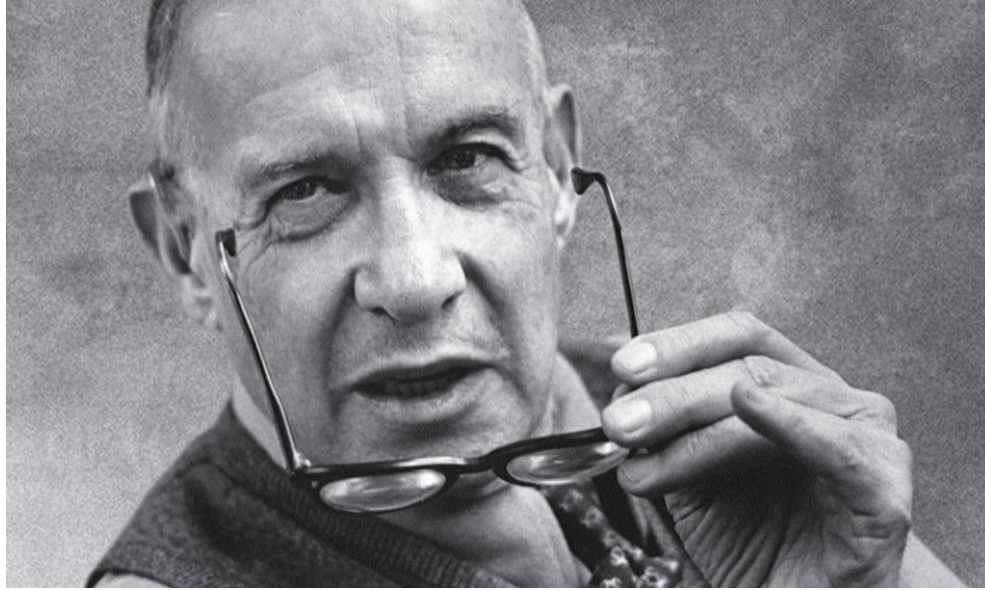


Anssi Rantanen

Finland CEO

www.growthtribe.fi

PS: Add me on **LinkedIn!!** grow.ac/anssi

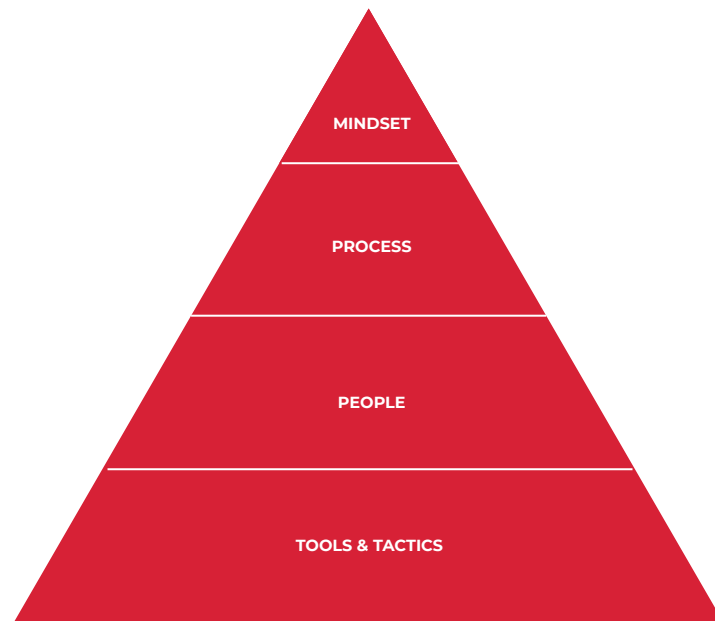
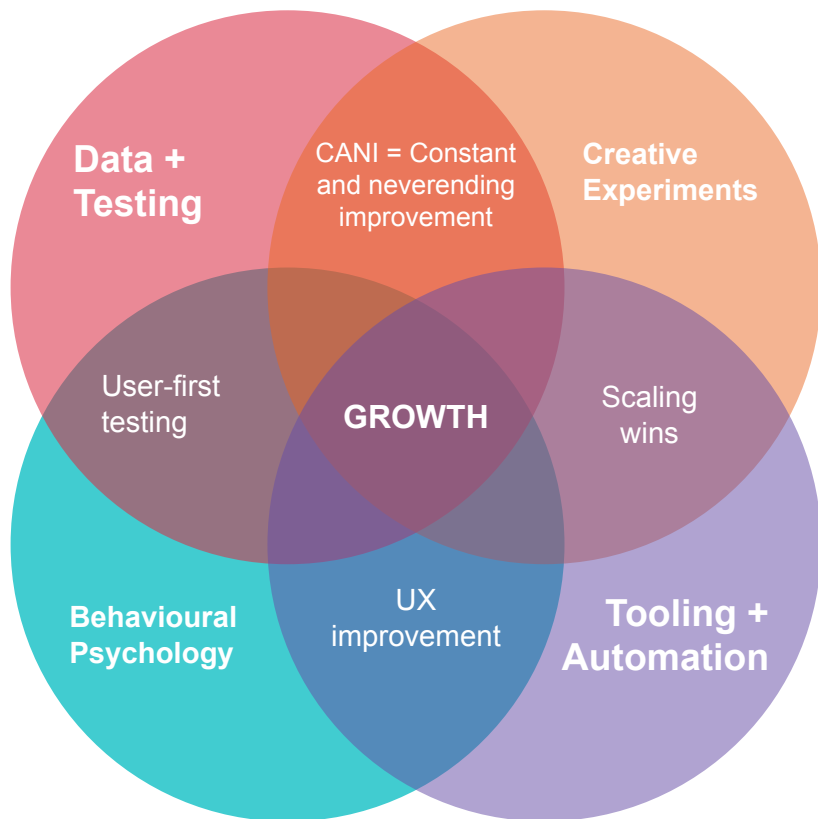


Business Has Only Two Functions

Marketing and Innovation

Future of Growth

Data-driven learning executed through **rapid experimentation**



Growth Transformation Pyramid

MINDSET =

(Organisational Change a.k.a
“transformation, Leadership
alignment)

MINDSET

**GET
SHIT
DONE**
NO EXCUSES

DATA
LEVELS ALL
ARGUMENTS

**BUILD
STUFF THAT
BREAKS**

**TEST
FAST.
FIX
LATER..**

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

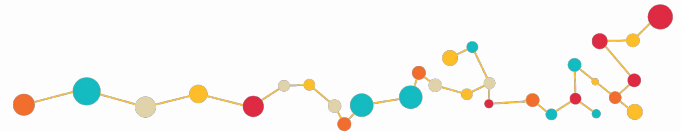
PEOPLE

TOOLS & TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TOOLS & TACTICS

Takeru Kobayashi





Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day. Being wrong might hurt you a bit.. But being slow will kill you.

The fastest companies seem to be winning

LOSERS

Since 2000, **52% of the fortune 500 companies** have either gone bankrupt, been acquired or ceased to exist.

1958
S&P 500 tenure
= 61 years

vs

2016
S&P 500 tenure
= 24 years

WINNERS

The world's most innovative and fast growing businesses are running thousands of experiments annually.

		
1300	2000	7000

		
2000	1000	100k+



Full Operational Lease

SNELLE OFFERTE

ONZE LEASEAUTO'S

KLANTEN OVER ONS



Experiment 6

Drive targeted traffic



Facebook Ads

New value proposition
landing page



Automated lifecycle



MailChimp

New self service
onboarding

Typeform



1 Person

Early signals of Experiment 6



2 Days



1 Person



**€130 +
Labour Cost +
€5-8 / FB Ad Lead**



**1 Hard Conversion (sale)
in the 1st day (Validation)**

Het beste Tesla Model 3 lease contract van Nederland

Tesla Model 3



Totaal per maand

1. Auto configureren



Kleur



Velgen



800%
Increase
in leads

Max got
promoted!



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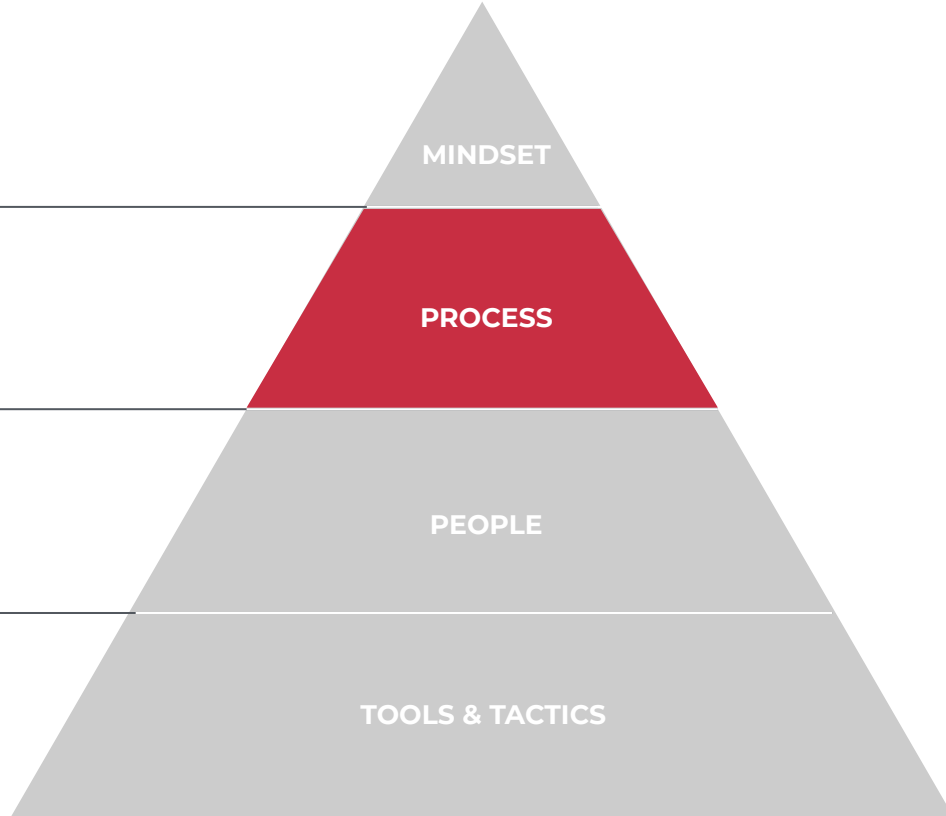
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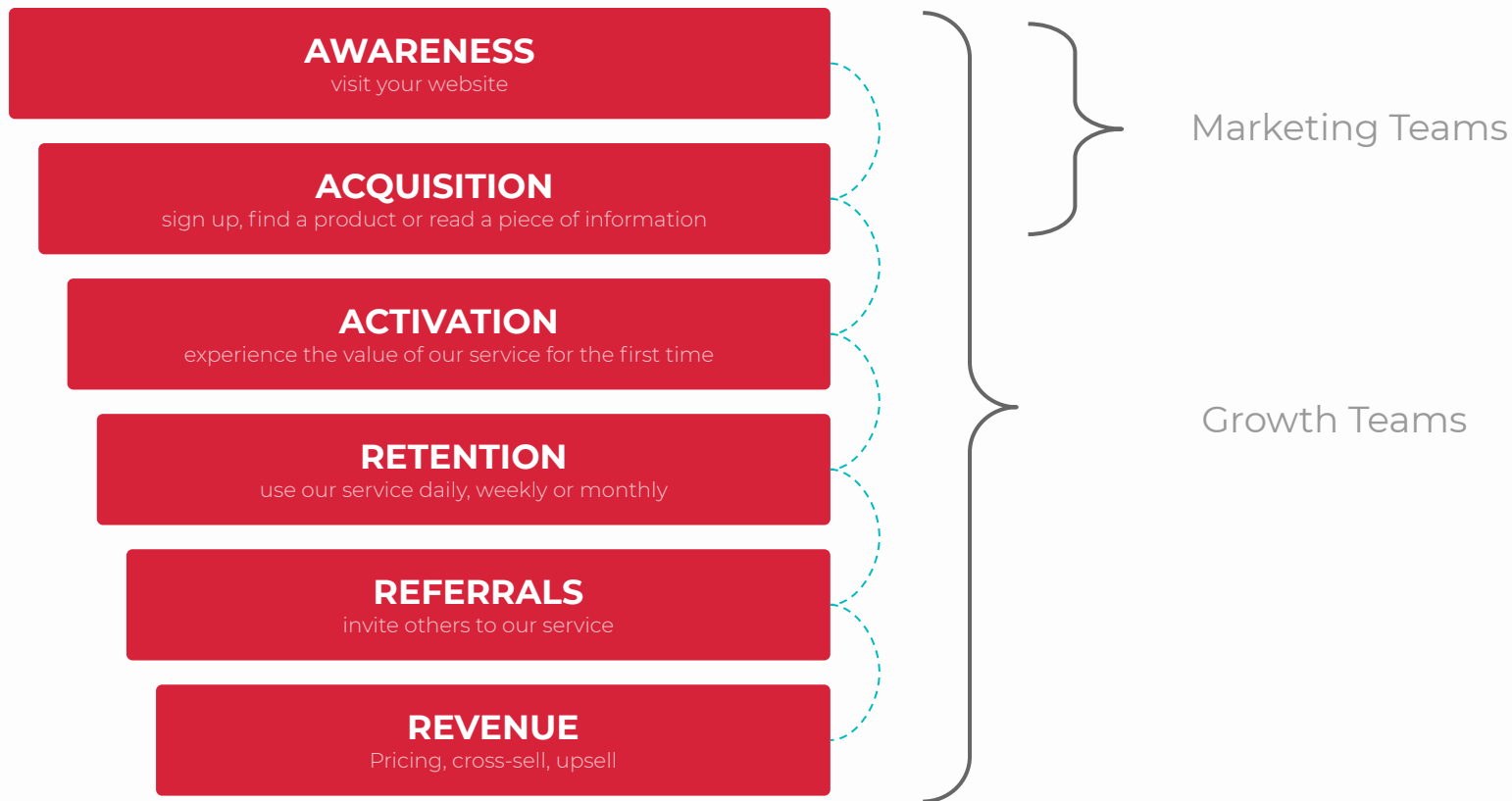
TOOLS & TACTICS

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TOOLS & TACTICS



End to end customer journey







WIN BOARD





WIN OF THE MONTH




GrowthTribe

WIN PARTY COUNTDOWN!

WEEKLY VZ	MOL PH EIGHT	TR VACANCY APPROACH	WEEKLY SELF SERVICE	NEWSPAPER COLLAB
Black & White MOBILE MAIL WEBINAR				



TIME TO PARTY!



FAIL BOARD





FAIL OF THE MONTH




GrowthTribe

FAIL PARTY COUNTDOWN!

MOL/SOL OUTREACH	KPI OUTREACH	EIS AD	MINI JT	
				



TIME TO PARTY!

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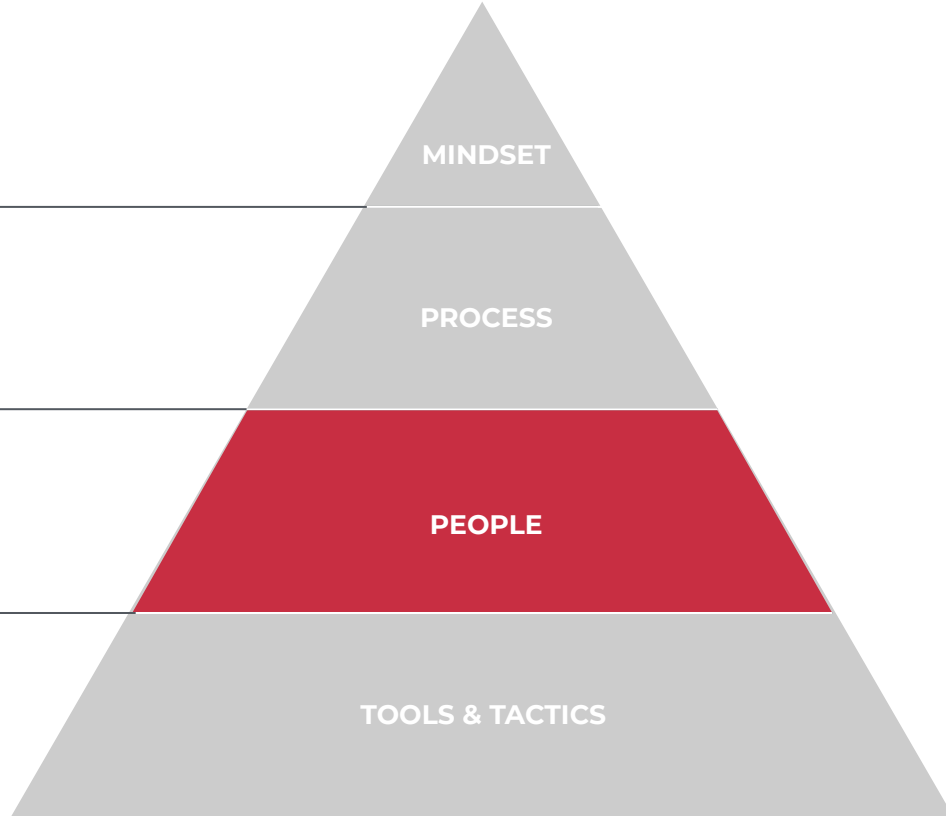
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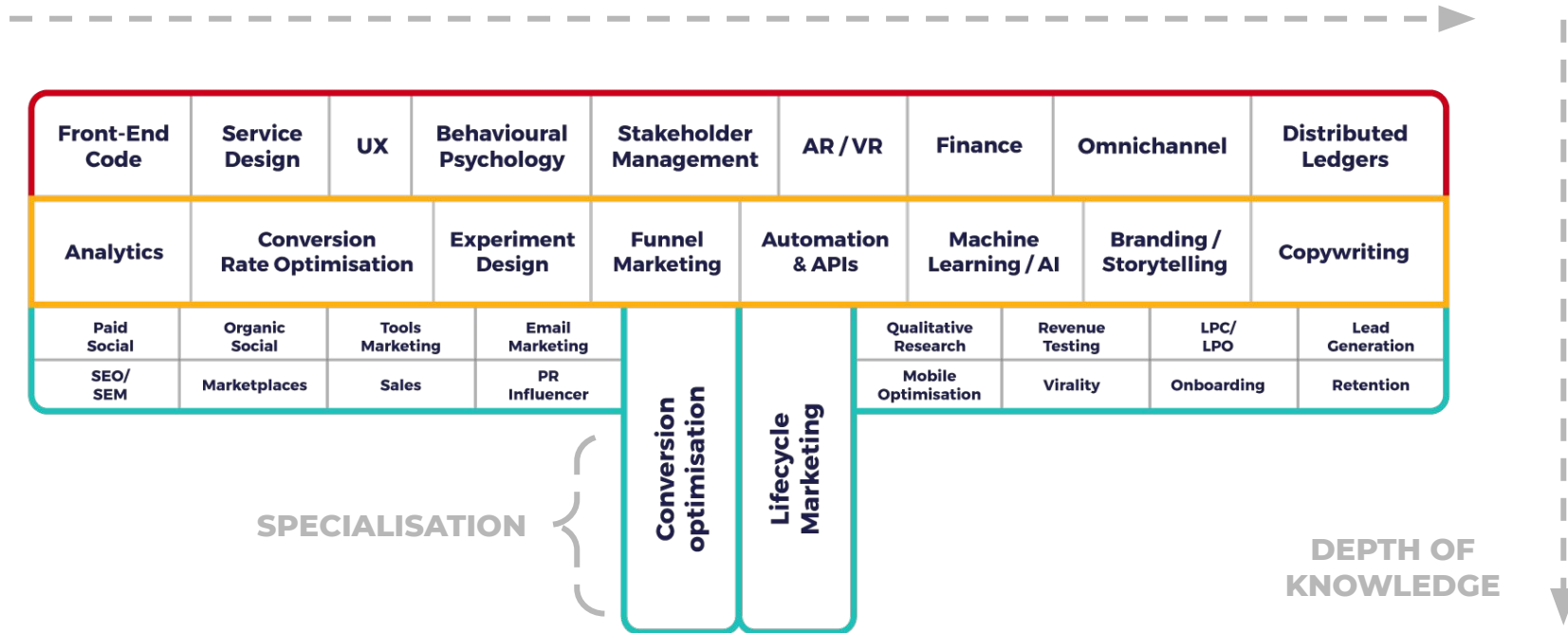
TOOLS & TACTICS



T-Shaped Employee



WIDTH OF
KNOWLEDGE



1

Psychological Safety

Team members feel safe to take risks and be vulnerable in front of each other.

2

Dependability

Team members get things done on time and meet Google's high bar for excellence.

3

Structure & Clarity

Team members have clear roles, plans, and goals.

4

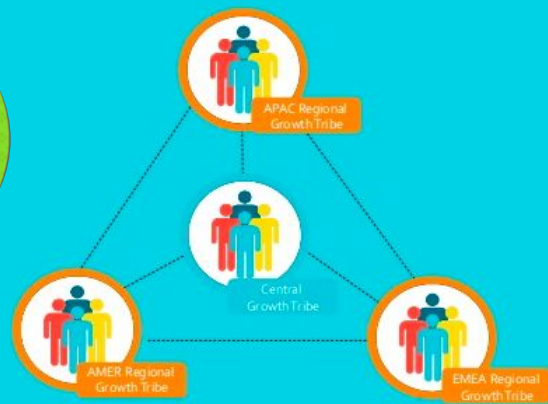
Meaning

Work is personally important to team members.

5

Impact

Team members think their work matters and creates change.



Growth Marketer



Search, display and
social advertising

Growth Engineer



Marketing
automation

Growth Data Scientist

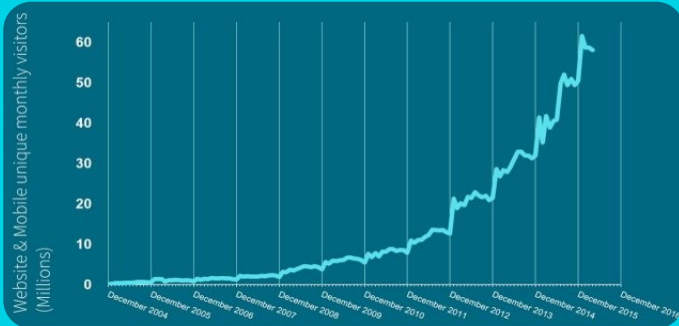


Attribution and
measurement

Growth Designer



Creative design and
implementation



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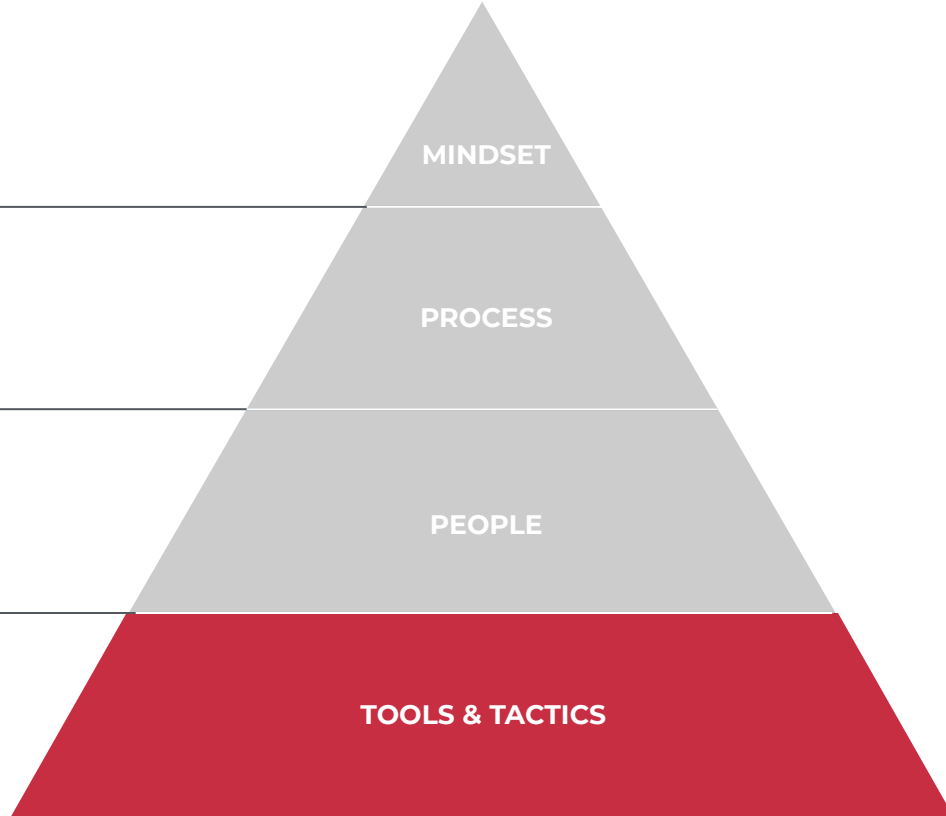
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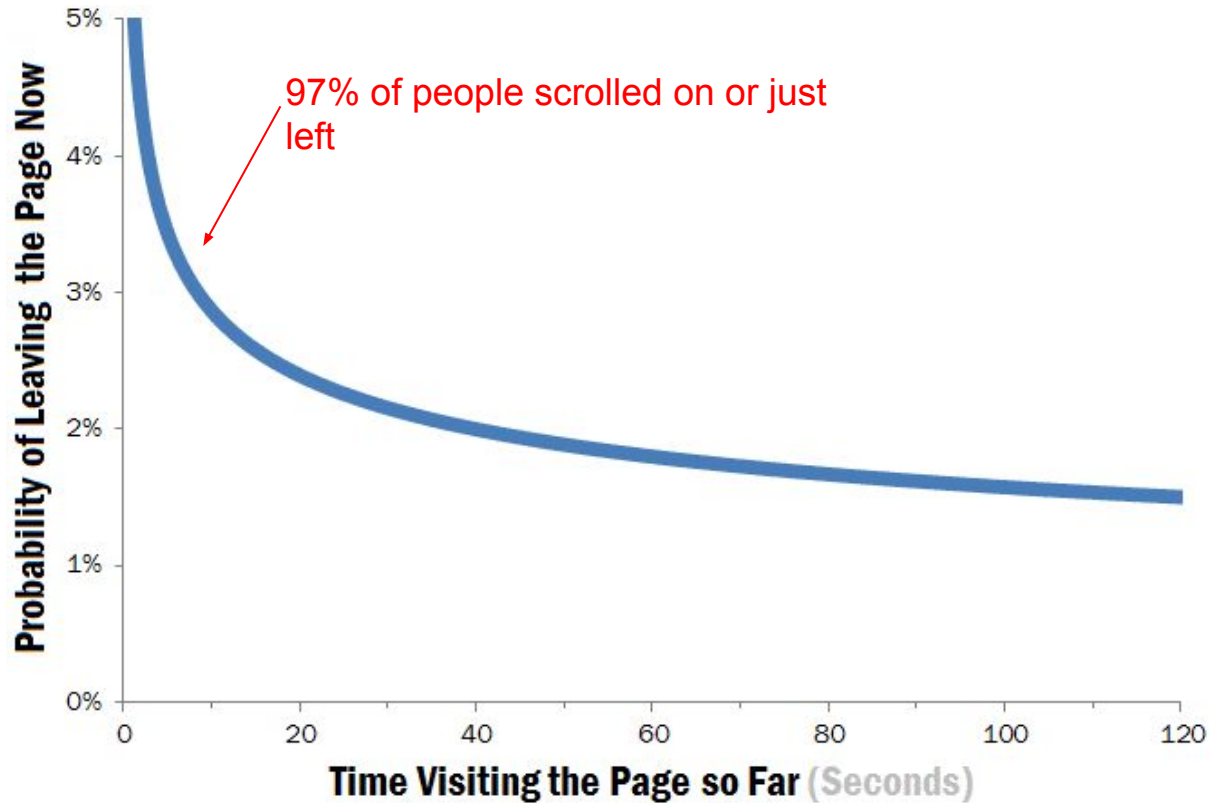
LIVE DEMO



“

Other tactics for rapid experimentation!

Negative aging: “Leave quick or stay long”



NBA will consider shortening games due to millennial attention spans

[AJ Neuharth-Keusch](#), USA TODAY Sports

Published 11:48 a.m. ET Jan. 13, 2017 | Updated 11:01 a.m. ET Jan. 15, 2017



USA TODAY Sports' Sam Amick previews the final regular season matchup between the Cavaliers and Warriors. USA TODAY Sports



30752



146



89

You have 5 seconds to let the customer know..

What does
this website
do or offer?

Why is it
special? What
is the USP?

Get the right one, first time.

The whole market tailored to you.
Every review, price and product benefit tailored to
your needs. Buy from 13 leading retailers.

100% independent and unbiased.



amazon

Argos

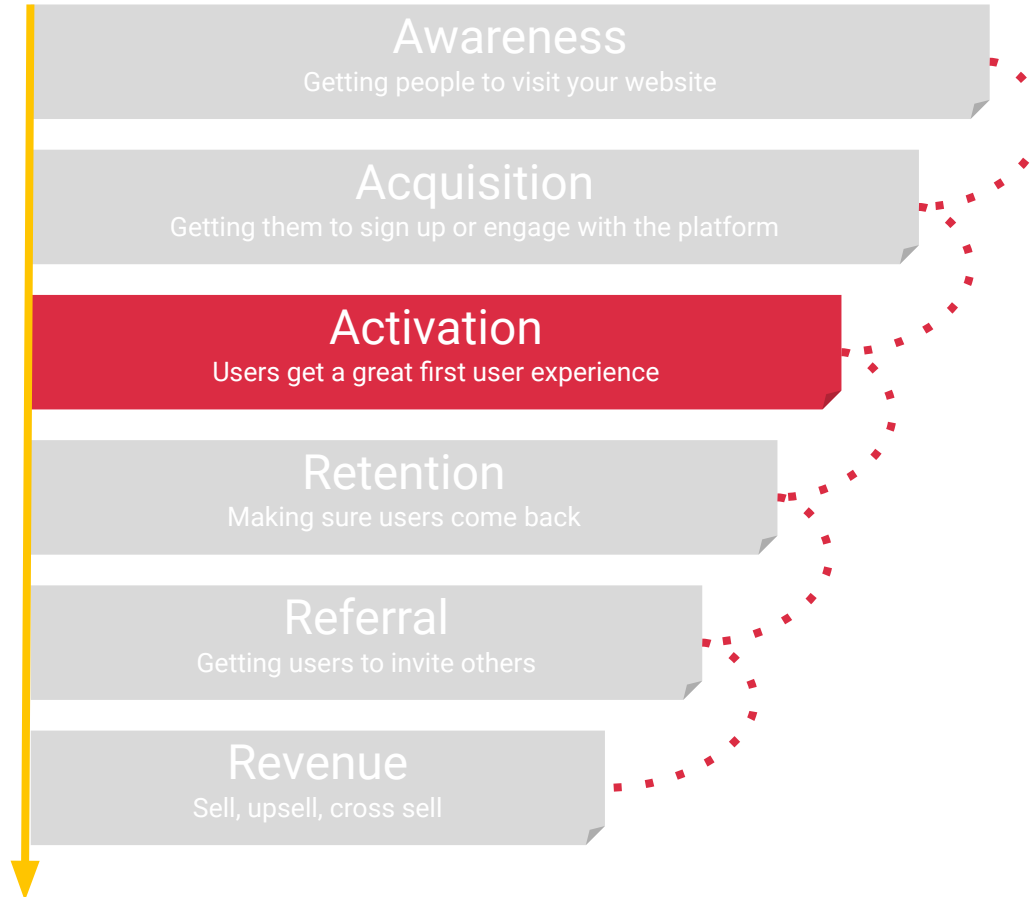
Currys

John Lewis

TESCO direct

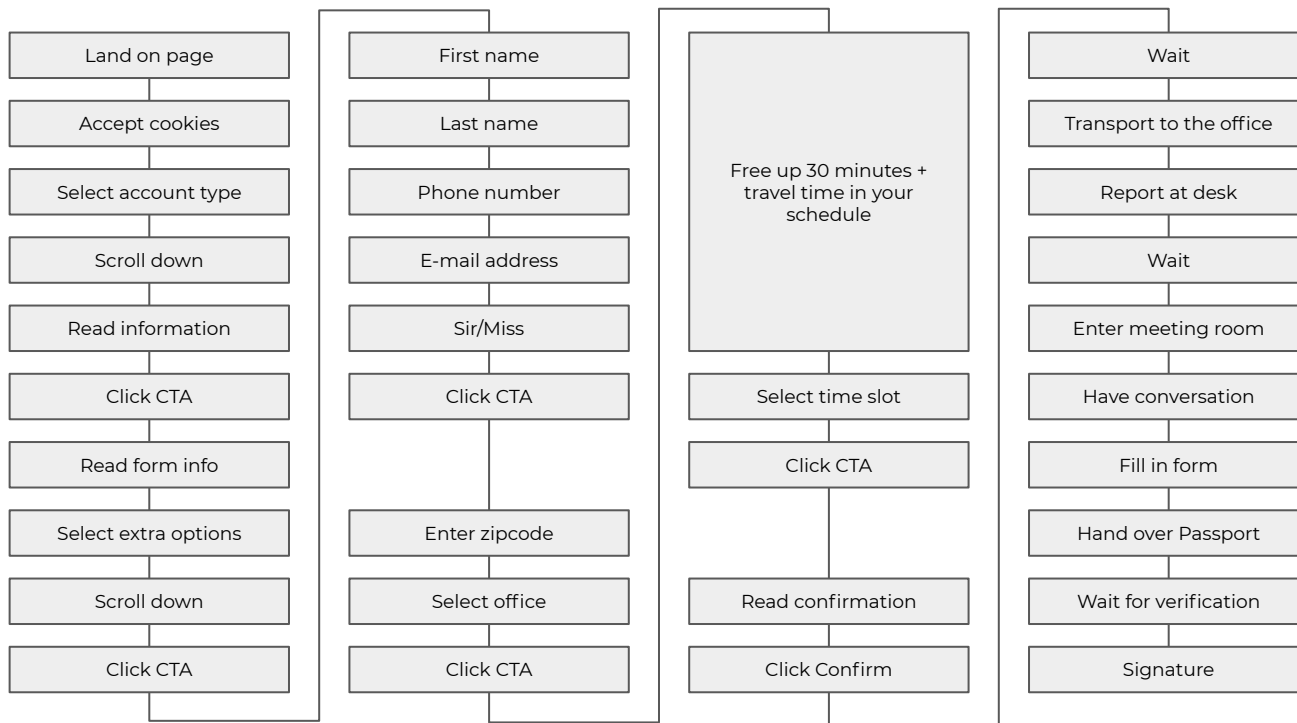


Pirate Funnel



**How many steps to
your products 'wow'?**

Open account at ING: 35 steps, 18+ hours



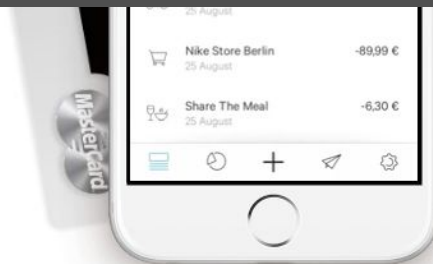
Your account, in just 8 minutes

E-mail

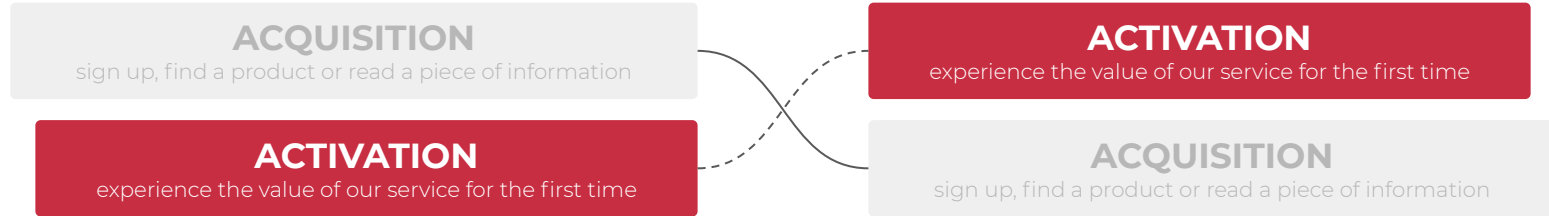
Country of residence

Open Account

Open Your Account



Small tip... apply a WOW-flip

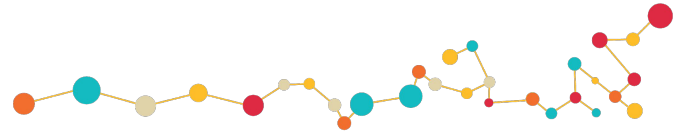


**ALWAYS
BE
LEARNING**

A decorative graphic on a teal background. The text 'ALWAYS BE LEARNING' is centered in a bold, white, sans-serif font. Surrounding the text are several small white circles and upward-pointing arrows. There is one circle above 'ALWAYS', one arrow pointing up to the space between 'ALWAYS' and 'BE', one circle to the left of 'BE', one arrow pointing up to the space between 'BE' and 'LEARNING', one circle to the right of 'BE', one arrow pointing up to the space between 'LEARNING' and the bottom, one circle below 'LEARNING', and one circle at the bottom center.

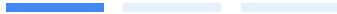
“

**What should you do as leaders today
in order to drive a growth-led change?**



Make experimentation a priority

Create this strategic direction with your team, include them in the process



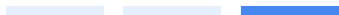
Upskill key employees (and yourself!)

The mindset and the tools will allow for rapid experimentation



Lead by example

You need to start experimenting yourself and be open about it!





Questions?

You can also reach out to anssi@growthtribe.fi!

Thanks!

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0503277753



Anssi Rantanen

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www.growthtribe.fi

PS: Add me on **[Linkedin!! grow.ac/anssi](https://www.linkedin.com/company/growthtribe/)**