GROW-STRATEGY™
Discover Possibilities. Reach New Heights.

GROW|STRATEGY Features List	Subscription Licencing Options		
	Lite **Entry Level**	SMB **Business**	Enterprise **Large Business**

Highlights	Key Feature	Available Now	Available Now	Coming Soon
	Growth Plan	Build Lite Plan	Build 9 Step Plan	Build 9 Step Plan
	Strategies	Common Only	Common, Core, Complex	All
	Alerts	Track Actions	Alerts on Actions	All
	Reports	Lite Report	Several Formats	Multiple Formats
	Other	Enter Goals	Invite Advisers	Multi-Division

Step 1 - Your Business Goals

Key Feature	Lite	SMB	Enterprise
Current business data	☑	☑	☑
Business goals selection	☑	☑	☑
Growth matrix - current and target states	☑	☑	☑
Profit or Revenue Toggle	☑	☑	☑

Step 2- Your SWOT Analysis

Key Feature	Lite	SMB	Enterprise
Point and Click selections		☑	☑
Customisable Private selections		☑	☑
SWOT Summary		☑	☑

Step 3- Your Client Segments

Key Feature	Lite	SMB	Enterprise
Enter your top client invoices		☑	☑
Customisable client segment labels		☑	☑

Step 4- Your Growth Strategies

Key Feature	Lite	SMB	Enterprise
Common strategies	☑	☑	☑
Moderate strategies		☑	☑
Complex strategies		☑	☑
2nd level overlay descriptions		☑	☑
Add your own customised Private Strategies		☑	☑
Pick Sub-strategies	☑	☑	☑

Step 5 - Your Objectives

Key Feature	Lite	SMB	Enterprise
Customisable measurements	☑	☑	☑
Customisable measurements - by segment		☑	☑

Step 6 - Your Value Proposition

Key Feature	Lite	SMB	Enterprise
Customisable Value Proposition	☑	☑	☑
Customisable Value Proposition - by segment		☑	☑
Key Differentiators	☑	☑	☑
Key Differentiators - by client segment		☑	☑

Step 7 - Your Competition

Key Feature	Lite	SMB	Enterprise
Group of Competitors		☑	☑

Feature	Col 1	Col 2	Col 3
Primary Competitor		✓	✓
Unknown Competitor		✓	✓
Customisable SWOT			✓
Competitors - by client segment			✓
SWOT Comparison of Competitors		✓	✓

Step 8 - Your Digital Execution

Facebook		✓	✓
Linkedin		✓	✓
Twitter		✓	✓
YouTube		✓	✓
Google+		✓	✓
Pinterest		✓	✓
Review again on		✓	✓
Customisable - by client segment			✓

Step 9 - Your Tactics

Strategy Summary	✓	✓	✓
Enter Immediate Actions	✓	✓	✓
Assign Owner to Actions	✓	✓	✓
Alerts on Actions		✓	✓
Status of Actions	✓	✓	✓
Invite Advisor/Employee to Actions		✓	✓

Reporting

Customisable Control Sheet	✓	✓	✓
Customisable Executive Summary	✓	✓	✓
Simple Format Report	✓	✓	✓
Moderate Format Report		✓	✓
External Format Report			✓
Execution Dashboard			✓

Schedule an Expert

Schedule Private Consultation	✓	✓	✓
Attend Webinar or Workshop	✓	✓	✓
Access Basic Support		✓	✓
Access Premier Support		✓	✓

Benchmarking (coming soon, new feature available in V2.0)

Online comparisons		✓	✓
Research reports		✓	✓

Tips and Techniques

Core "How to" Videos	✓	✓	✓
Premium "How to" Videos		✓	✓
Insights Articles	✓	✓	✓
Premium Blog Articles		✓	✓
Worked examples - Reports		✓	✓
Whitepapers	✓	✓	✓
User Guide	✓	✓	✓

Setup			
Business Information	☑	☑	☑
Principal Information	☑	☑	☑
Invite Employees	☑	☑	☑
Invite Advisers	☑	☑	☑
Other key business information	☑	☑	☑
Attach files			☑
Multi-Division			☑

Platform			
Data held securely, backed up	☑	☑	☑
Invite external parties to review growth plan	☑	☑	☑
Customise profile	☑	☑	☑
Access in cloud - from anywhere	☑	☑	☑

check for latest at www.grow-strategy.com