

How to DO-SELL-GROW WORKSHOP

Description

To provide solutions to customers, a successful organization needs to develop and deliver its offering, convince customers to pay for it, and ready itself to produce, deliver, and sell it on an ever-expanding scale.

Imagine an organization that:

- Does not know how it will meet customer demand.
- Has no idea where its next customer will come from.
- Does not know how it will acquire resources needed to meet a surge in demand.

Such organizations exist and they are stuck, as their ability to perform and grow is severely constrained. Organizations that experience sustained growth and high-performance execute, create demand, and develop capacity in orderly, systematic, ways.

A system is a collection of resources working together to accomplish a common goal. The resources of an organization aggregate into three essential systems:

- The **Execution System**, or what the organization does to **DO** what it does.
- The **Demand Creation System**, or what the organization does to **SELL** what it does, including marketing, lead generation, sales, sales engineering, proposal writing, and sales support.
- The **Capacity Development System**, or what the organization does to **GROW**, including training, recruiting, fund raising, performance assessment, goal setting, systems development, and process engineering.

Anything an organization does other than **DO**, **SELL**, or **GROW**, and that makes sense to continue doing, should be to **facilitate, improve, or otherwise efficiently support** its ability to **DO**, **SELL**, and **GROW**.



The extent to which **DO**, **SELL**, and **GROW** are mature systems largely determines overall organization maturity. An organization does best when most of the management time and attention is spent in, or on, its DO, SELL, and GROW systems. Anything else leaders spend time on must be done only to the extent required to support DO, SELL, and GROW systems execution and development or it may be nothing more than a drag on performance and growth.

DO, SELL, and GROW systems mature alternately depending upon which, at any point in time, constrains performance and growth.

- At any point in time, **one of the three (DO, SELL, or GROW) most constrains** performance and / or growth.
- There are five basic operating (**DO**) models: **Product, Service, Channel, Operation.**
- Sharing with everyone how their organization works, and where what they do fits into the big picture, improves organization performance.

Content for this session is from the [Manage to Lead Immersion Program](#) Module 3 based on the book [Manage to Lead: Seven Truths to Help You Change the World](#) by Peter F. DiGiammarino.

Participants learn to:

- Determine which operating model most closely matches that of your organization.
- Rough-out a map of your organization's DO, SELL, and/or GROW processes.
- Identify which of the three currently most constrains your organization.

[**View speaker biography**](#)

