

# MAKING GROWTH A HABIT WITH THE IMAGITRIM METHOD

A METHOD FOR EXECUTIVE TEAMS  
TO BREAK **GROWTH INERTIA** IN  
THEIR ORGANIZATIONS

## FREE PDF RESOURCE

Learn how our high-energy workshops support executive teams take a journey from future mapping to a concrete growth plan for their organization "in a single day."

# Is there a vertical limit to growth?

**At IMAGITRIM we think: NO!**

GROWTH is determined by your market, factors surrounding your market, players in your market, and your own determination to grow. We put the word determination to grow in the last part of the sentence because that is where it all starts. IF we have the determination to grow, finding a path becomes easier.

The first sign of determination is a commitment by the executive team to a single-minded focus on growth and not putting the growth on the shoulders of a particular department, team, or individual. Everyone must own growth.

Once the executive team is ready to own growth, we need a time, and a place, and a process to make this growth happen. That's where IMAGITRIM comes in.

Welcome to a 5-minute reading on making growth a habit!

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IMAGITRIM employs Imagination-Transformation-Impact process in weekend workshops to support executive teams in making growth a habit. Why weekends? Because executives are free from operational pressures of a weekday. No meetings, no phone calls, no alarms. Just single-minded focus on growth.

# Why IMAGITRIM?

IMAGITRIM is a growth method - a process we use during a one-day workshop with executive teams to reach concrete actions that have the potential to deliver growth for your organization.

Many are struggling with growth. One common problem is to get stuck in focusing on vision-building and objective setting-modules for executive teams. The problem we see there is that unless these lofty thoughts are connected to some concrete actions, they will just hang in there in the board room. Another trap is too much subject-matter focus - for instance, consulting within IT, or HR, or sales and so on. While this type of engagement may be great to solve a department-specific problem for an organization, working in silos hinders rather than supports growth.

IMAGITRIM brings executive teams together on the full-thought spectrum: from future mapping to action plan building. And we work across all departments: so no more silos. Just growth focus and delivery.

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## GOOD TO KNOW

One of the key issues hindering growth in organizations is alignment. Different people in an executive team may have different view of growth and at times, and unknowingly, be working in different directions. Getting the team to head on the same "growth journey" is an effective take off for growth.

# How IMAGITRIM works?

We are tempted to say rocket science - but, no, it is not rocket science.

Simplicity is the key to solve complex problems. Yes, growth is a complex journey as you need to figure out what you want to do as an organization, what is possible in the environment that you are operating in, and whether you have the resources, the capacity, and (above all) the willingness, the readiness, and the alignment in the team to do so.

IMAGITRIM is short for IMAGInation TRAnsformation and IMpact. In a typical IMAGITRIM workshop, we take the executive team through three interconnected phases with following objectives:

- 1- Open up the mind and think possibilities
- 2- Transform these into concrete activities
- 3- Prioritize activities and develop an action plan

## GOOD TO KNOW

IMAGITRIM workshops can be intense. There is a lot of ground to cover in a single day growth workshop. To facilitate the executive teams, and to keep a constant flow of ideas intact, we conduct workshops with three consultants in the room.

# IMAGINATION

Growth starts with imagination. It is here where you shed your present, the box you are operating in, take a break and dive in and explore new possibilities.

In IMAGINATION session of our workshop, executive teams go through a future mapping exercise. We ask them to visualize their organization in several points in future - the visualization can be concrete as in numbers (market share, employees, valuation) as well as abstract in terms of soft attributes (emotions, values, personality). Individuals and teams are encouraged to be brave, out of box, and at the same time realistic in this visualization journey.

Visualization alone is just the start - it is to get your gut-feel out there and set a broad canvas where you connect new possibilities for growth. This visualization is later brought into the current market environment and the team is encouraged to think through factors out there in the market that can help them grow or that can hinder growth. Finally, these are supplemented with organization's internal factors.

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## GOOD TO KNOW

Future mapping is about visualizing your organization as a living being in future. Different people in an executive team usually have very different future visualizations and the magic is to connect the various parts of the picture into something that the team can agree on and then watch this from a market and internal perspective to set stage for future actions.

# TRANSFORMATION

Whereas IMAGINATION sets the stage for you to take growth leaps, TRANSFORMATION is where you actually see them.

We help executive teams map out activities that can help you grow in four core areas of business:

- 1- Engine - core business offer to the market
- 2- Boosters - they way you reach the market
- 3- Game changers - your internal processes
- 4- Impact cues - how you interact with environment

The tempo is much faster than in IMAGINATION phase. In this creativity spurt, we encourage teams to not reject any wild ideas, get everything in place, and then debate what to keep or drop.

## GOOD TO KNOW

**GAME CHANGERS** are a great way to rethink how your organization works internally in terms of core processes, cost controls, and people productivity. Teams are encouraged to completely rethink each area and present a version 2.0 so as to deliver things which have not been done before.

# IMPACT

Up to this stage the focus is on generating new ideas, activities, and end states for the business. Now begins the process of putting this together because we do not want our clients to go home with thoughts only. Thoughts need to become actions with a timeline, a set of responsibilities, and a budget.

In IMPACT phase we gather all work generated by the team and do two-level prioritization:

- 1- What are the low-hanging fruits that the team can implement now and what are medium and long term actions.
- 2- What time, cost, people, and commitment we should put on a subset of items we have identified as crucial to growth in this round.

At the end, the consultants work with the executive team to prepare a 5-8 point growth action plan. **Key learning points of all stages of the workshop are always included in a report and sent to you after the workshop.**

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## GOOD TO KNOW

It is important to do prioritization in the same meeting as ideas generation. We have experienced that there is a steep loss in insight and interest if the process has a time-lag between ideation and prioritization phases.

# MAKING GROWTH A HABIT

Growth is not a one-time pursuit. IMAGITRIM is about making growth a habit. A habit that is initiated with our first workshop which delivers a growth action plan. The next step is making the action plan happen with micro-plans and micro-acts. At the same time it is important to regularly revisit hundreds of other ideas generated in the first workshop and add these to the actions list as the first set of actions are completed.

Our first workshop is followed by a report on session's different stages and two virtual follow-up meetings on the action plan created. These calls are held by one of our senior consultants who is closest to areas chosen in the action plan. To ensure making growth a habit, we then recommend quarterly revisits to growth sessions, on your own, or in a new workshop. Optional additions are involvement of consultants in growth tasks and ongoing support.

## GOOD TO KNOW

Growth is a marathon. At times it would be difficult to find a clear path forward. At others, it would be an easy home-run. IMAGITRIM is an investment in making growth a habit at your organization and for your executive team.

# IMAGITRIM Light Version

In 5 years, what is the core product and market for your company?

What factors in the market can help you accelerate growth in that direction?

What internal factors could hinder this growth - how will you address them?

What investments will be required in human capital to reach there?

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IMAGITRIM is a management consulting organisation from Sweden. Book a growth workshop for your executive team at our website [www.imagitrim.com](http://www.imagitrim.com)  
Or email us at: [info@imagitrim.com](mailto:info@imagitrim.com)