



Strategic clarity

Leadership readiness

Investor confidence

# Growth Accelerator Check

A use case for **health innovators**



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Access checklist here



## Client situation

An innovative HealthTech firm with 85 employees developed an AI-powered genomic sequencing analysis software for personalised cancer treatment. After validating their platform, achieving early clinical adoption, and securing EUR3m in seed funding, they were poised for Series A to scale commercially and further develop the technology for new opportunities.

However, like many rapidly growing Healthtech firms, they operate within a demanding, highly regulated environment, navigating long sales cycles, intense competition, and the critical need to retain specialised talent.

## The challenge: When rapid growth exposes foundational cracks

Despite its impressive early traction, including 200% user base growth and significant pilot programmes, the company hit a critical inflection point:

- *Slowing momentum:* Annual Recurring Revenue (ARR) growth was decelerating
- *Rising costs and internal friction:* Operational bottlenecks and leadership overload from constant firefighting were stalling strategic progress.
- *Talent drain:* Eroding team morale led to the attrition of valuable, specialised staff.

The CEO and Founder recognised that the current strategy, operational model, and leadership approach were insufficient to sustain growth, secure vital Series A funding, and retain their top-tier talent. They needed an objective, expert perspective to reset and build a more robust foundation for future success.

***This is where our Growth Accelerator Check becomes pivotal.***



***Our process is designed to be a collaborative, insightful, and efficient diagnostic journey.***



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***You stay in the driver seat and determine which changes should be prioritised.***

1

### **Discovery session** (1.5-2hr intensive workshop)

We begin with a guided exploration involving the CEO and Founder. This isn't just a briefing; it's a deep dive to understand the unique market position, competitive pressures, pressing internal challenges, strategic aspirations, and the critical friction points.



#### **Best practice:**

*Involving senior leaders from critical functions from the outset ensures diverse perspectives are captured, fosters collective ownership of the challenges, and builds early buy-in for the process. We create a safe space for candid discussion.*

2

### **The Growth Accelerator diagnostic** (checklist and self-reflection)

We provide our 20-question Growth Accelerator Checklist, covering four key themes. The questions are positioned as a structured self-reflection and diagnostic tool (not a "test") for the CEO and Founder. The CEO and Founder rate the company against each question (0-5 scale). We explicitly communicate that honesty and critical self-assessment are paramount. Lower scores are not failures but indicators of opportunities for targeted improvement.



#### **Best practice:**

*We emphasise that the goal is not to achieve perfect scores (especially not in all dimensions) but to gain an accurate, multi-faceted understanding of the current state. This transparency is crucial for identifying the most impactful levers for change to prioritise and to focus on.*

*We encourage to include members of all critical functions to participate, to gain different perspectives. The individual responses are then aggregated (anonymously if preferred for certain sensitivities) to generate a "Growth Accelerator Visual" highlighting perceived strengths and vulnerabilities across your four core pillars and growth levers.*







### 3

#### Accelerate workshop

*(half-day interactive and collaborative session)*

A closed-door, highly interactive workshop.

- **Deep dive and validation:** The CEO and Founder discuss the checklist ratings, sharing specific examples and context, allowing for a nuanced understanding beyond scores and live refinement of the Growth Accelerator Visuals.
- **Insight co-creation:** We guide a structured discussion of the consolidated results to identify key patterns, interdependencies between the four pillars, and root causes of current challenges (e.g., how leadership gaps impact organisational readiness and investor confidence).
- **Strategic prioritisation:** Collaboratively, we guide the CEO/Founder to pinpoint the 2-3 most critical focus areas that, if addressed, will yield the most significant positive impact on their growth, operational stability, and investor attractiveness.

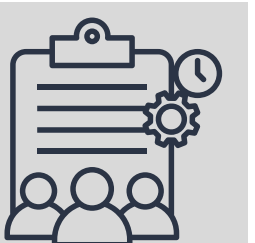


#### Best practice:

This session is designed as a partnership. The key insights and strategic priorities are co-developed with the client team, ensuring the recommendations are relevant, understood, and owned by them.

### 4

#### Growth Accelerator Blueprint *(report and actionable roadmap)*



We deliver a concise, yet comprehensive "Growth Accelerator Blueprint." This is not a voluminous document but a practical strategic asset.

- **Executive debrief:** A clear summary of the company's, core challenges, and the strategic objectives of the Growth Accelerator Check.
- **Growth Accelerator profile:** The finalised visual with a narrative interpretation of its implications.
- **Pillar-by-pillar analysis:** A focused analysis for each of the four pillars, detailing specific findings, evidence-based root causes of challenges (e.g., lack of a scalable commercialisation strategy for their genomic software, insufficient leadership bandwidth for strategic partnerships), and direct implications for the company.
- **High-impact recommendations:** Concrete, actionable (though initially high-level) strategic initiatives and solutions for the prioritized focus areas.



Access checklist here



## What the client receives from us



**External, expert perspective**  
through facilitated conversations and interactive sessions.



**Growth Accelerator framework**  
with a quantitative analysis of growth drivers (strengths) and development opportunities (weaknesses).



**Final report with recommendations**  
incl. client reflection and priority setting to determine what is truly important for the next steps.



## Engaging with the Growth Accelerator Check catalyses a fundamental positive shift

- **Strategic clarity and decisive execution:** From ambiguity to a revitalised, articulated and understood growth strategy with defined priorities, championed by the SLT.
- **Operational excellence and scalability:** From bottlenecks to streamlined, scalable, and compliant processes enhancing efficiency and quality.
- **Empowered and strategic leadership:** From operational firefighting to empowered individuals capable of strategic guidance and effective delegation, and confident decision-making.
- **Engaged and retained top talent:** From frustrating “chaos” and talent churn to improved morale and retention, fuelled by clear direction and an empowering culture.
- **Enhanced investor confidence:** From a hesitant pitch to a compelling, data-backed investment story, significantly improving funding prospects.

The company emerges as a resilient, future-ready HealthTech leader, re-energised for sustainable growth and equipped with the strategic clarity, organisational agility, and leadership depth to thrive.

## How can we help you, *right now*?

If any of this sounds like your situation or you simply want to know more about the growth accelerator and how we can work with you, please reach out.



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**Leadership coach and organisational development expert** with 15+ years of experience in empowering founders, executives, and teams to navigate growth, complexity, and high-pressure environments with clarity and confidence.

The medic & leadership expert



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**Healthcare strategist and consulting professional** with 15 years experience in delivering high-impact solutions for start-ups, growth companies and multinationals to drive operational efficiency, revenue growth, and strategic alignment.

The strategist & numbers guy

*Combining strategic clarity and leadership development.*



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