

Health scan: how ready is your organization for successful growth?

Success is not a consequence of good genes or being in the right place at the right time. [It] can be engineered by following the right process, which means it can be learned, which means it can be taught. - E. Ries, The lean startup (2013)

Growth requires a drastic change in how a company is run. To oversimplify it: one needs to transition from a personal to a professional management structure.

We believe that successful growth can be engineered. Our vision is to transform the art of growing from a “gut-feeling-driven trial & error approach” to a “data-driven science”.

With our health scan, we identify the necessary improvements that need to be made to dramatically accelerate and increase your growth.

What is the health scan

We identified key competencies and practices that are conducive to a company’s ambition to grow and defined the ‘ideal conditions for growth’: a set of conditions that, if fulfilled, give the highest chance for successful growth. If one of these key competencies falls far behind the other, it causes distortion and leads to “premature scaling”; 70% of high growth companies fail because of it.

Our health scan assesses the situation in your organization and the gap with the ‘ideal conditions for growth’ and the risks for premature scaling. Based on the scan’s results, we define the company’s potential & readiness to grow (scale), and what trajectory the company needs to follow to successfully realize its growth.

Practically

There are three stages in the health scan, each with a duration of approximately a week: preparation, intake and analysis. In each of these three stages, we collect & analyse evidence through different methods to assure data completeness and cross-check the different types of information we collect.

The involvement of personnel from the organization under analysis is limited to an occasional questionnaire in the first week, but quite time intensive in the second week (think of: interviews, meetings, ...). After our analysis in the third week, we present a three-layered scoring:

1. A total, final score that refers to the size of the gap between the ideal conditions to scale and the company’s actual situation. It weighs all factors analysed and defines the risk of premature scaling.
2. A statement on the company’s readiness & potential to scale up (successfully): the quality / maturity of the elements vs. the capacity of the company to create the missing / incomplete elements.
3. A detailed assessment of every level of analysis, discussing the underlying problems and outlining a tailored support for the resolution of the problems.

Get in touch

If you are interested in discussing this in more detail, or would like to have a look at the detailed methodology, please get in touch with us at info@razconsulting.be