



# GROWTHFINDER

## CDAP Business Improvement Review

## *Growthfinder Pro : Who We Are*



**Marguerite Fleming**  
**President of GrowthFinder Pro**

# Why Work with GrowthFinder Pro?

- ❑ Founded in 2001
- ❑ Worked with 200+ Clients
- ❑ Digital Marketing Specialists
- ❑ Certified with Hubspot, Keap CRM
- ❑ Facebook/Instagram Certified
- ❑ Google Adwords Certification
- ❑ Digital Maturity Digital Advisors



keap

HubSpot

## One Free Service Included:

- Digital Presence Analysis (\$2,500), OR
- Cybersecurity Threat Assessment (\$2,500)



## **What We Believe**

Digital is the key to sustainable growth and competitive advantage.

GrowthFinder is partnering to support digital solutions to support growth and innovation in Canadian SME's by reducing their risk to acquire and implement digital marketing and digital products.

# The Digital Transformation Plan Process

# CDAP Digital Adoption Plan

An effective 4-step process with compliance

Developing a Digital Adoption Plan as a standard operating procedure with compliance.

CDAP Digital Adoption Plan

## CDAP Business Improvement Review

Making sense of Dx.  
Is Digital Transformation right for you?  
What's the best way to proceed?

## CDAP Digital Assessment

Assess challenges, identify opportunities and set priorities in order to increase productivity and enable growth.

## CDAP Digital Solution Plans

Scope an individual opportunity, get buy-in and establish measurements for success.

## CDAP Digital Strategy Plan

Create a clear vision and a plan with accountability to execute the needed business-technology initiatives.

# Approaches to Digital Transformation

## Ad-Hoc

Technology  
as a Cost



## Managed

Measurable  
Return on Digital  
Transformation



# What Are Your Business Challenges?

**Organizations have challenges with the business operations**

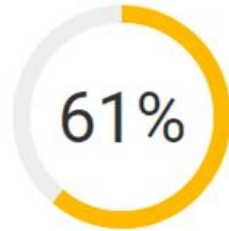
- Business Processes are broken**
- Sales is not hitting their numbers**
- Applications are not implemented**
- Reports are not generated on time**
- Cybersecurity is not solid**
- [fill the blanks]**



# Quick Scores

## Step 1. Business Improvement Quick Scores

### Business Improvement Quick Scores



Business Capability Improvement Quick Score



Digital Maturity Quick Score



Technology Capability Quick Score

## **1. *Business Capability Discovery***

**How can we develop business capabilities to reach our goals?**

## **1. Digital Maturity Discovery**

**Can we effectively leverage digital technologies to support business capabilities?**

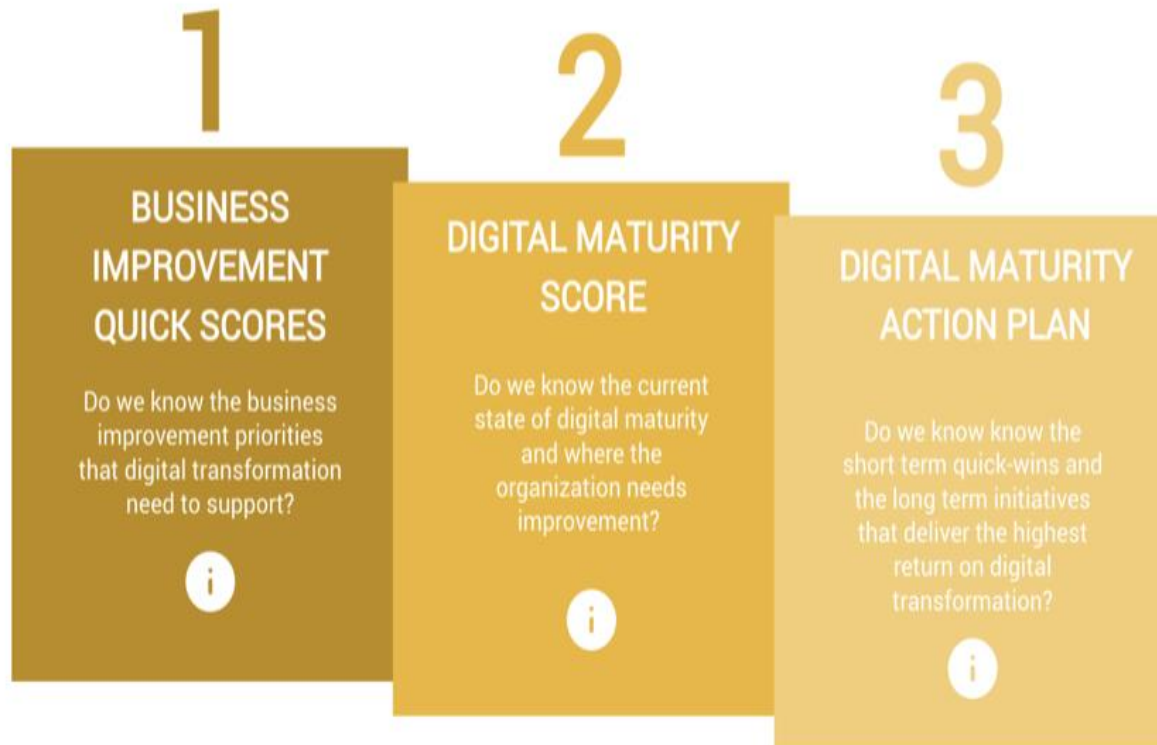
## **1. Technology Readiness Discovery**

**Can we effectively support the business with the right technologies?**

# Digital Assessment Plan

## CDAP Digital Assessment Deliverables

Find opportunities, get direction and set a course of action



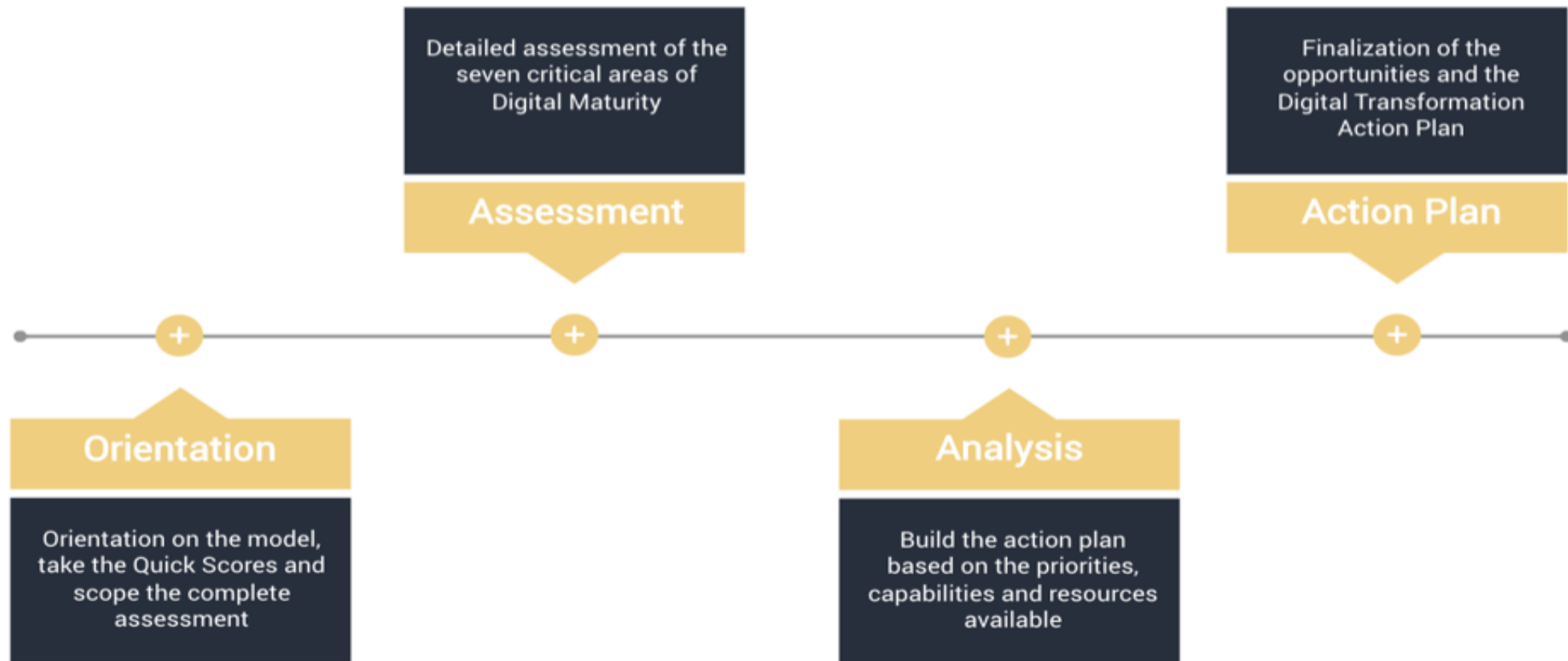
**Digital Maturity is the state of an organization's progress through the Digital Transformation process.**

**The Digital Transformation Action plan provides clarity on exactly which projects need to happen and when.**

# Digital Assessment Process

## CDAP Digital Assessment

Find opportunities, get direction and set a course of action



# Digital Solution Plan

## CDAP Digital Solution Plan Deliverables

Solve business problems by creating a plan for a solution



A Project Vision Statement is a clear definition of the purpose, description and measurable results of the project.

A Project Timeline Plan breaks down the executables into milestones, steps, and the individuals who will be accountable in executing the project.

A Dx Project Execution Plan manages the risks, hot-spots, accountable individuals, measures, priorities, and the required resources to set a project for success.

# Digital Solution Plan Process

## CDAP Digital Solution Plan

Solve business problems by creating a plan for a solution



# Digital Strategy Plan

## Digital Strategy Plan Deliverables

Proven process of generating a winning Digital Transformation Plan



A Digital Strategy Vision Statement gives direction on

1. Customer experience
2. Employee Productivity
3. Management capabilities
4. Increasing Company Value

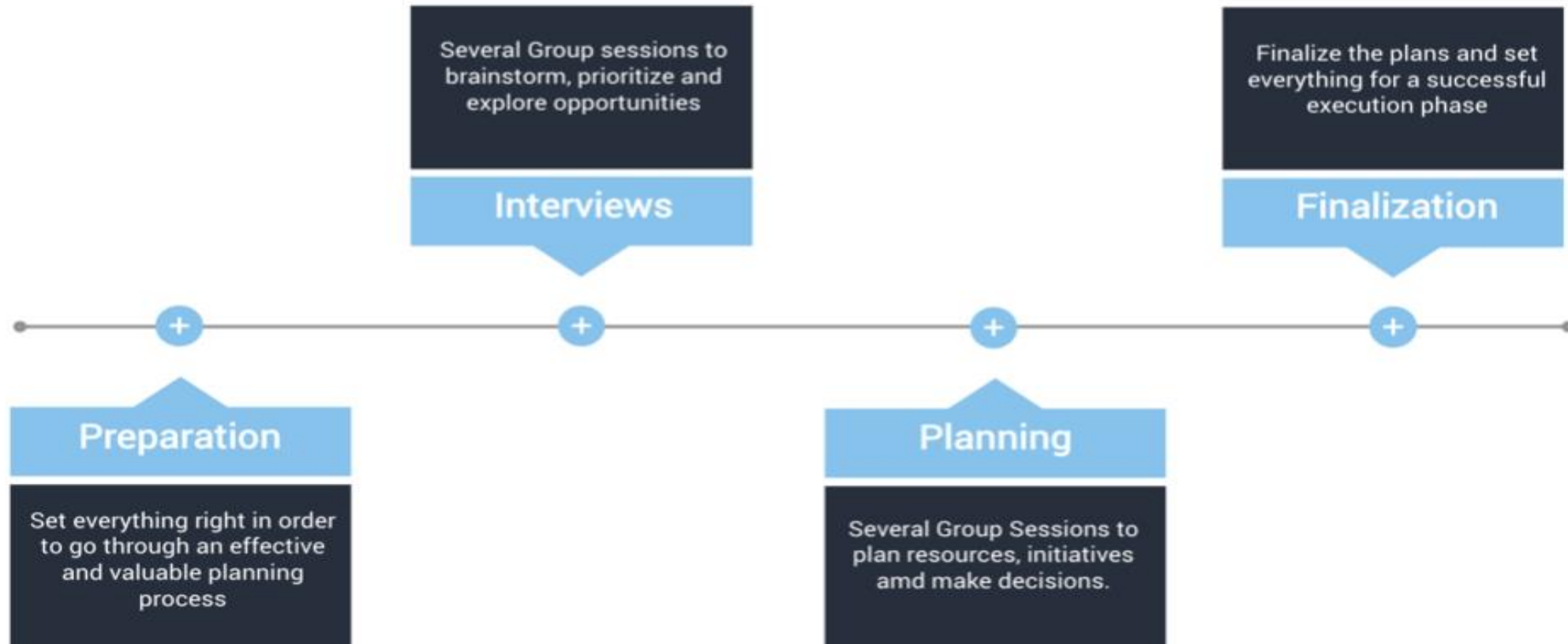
A Digital Strategy Business Map connects your company's financial objectives to digital transformation.

A Digital Transformation Roadmap is a set of projects that lead the company to achieve its Digital Vision through the execution of the Digital Strategy.

# Strategy Plan Process

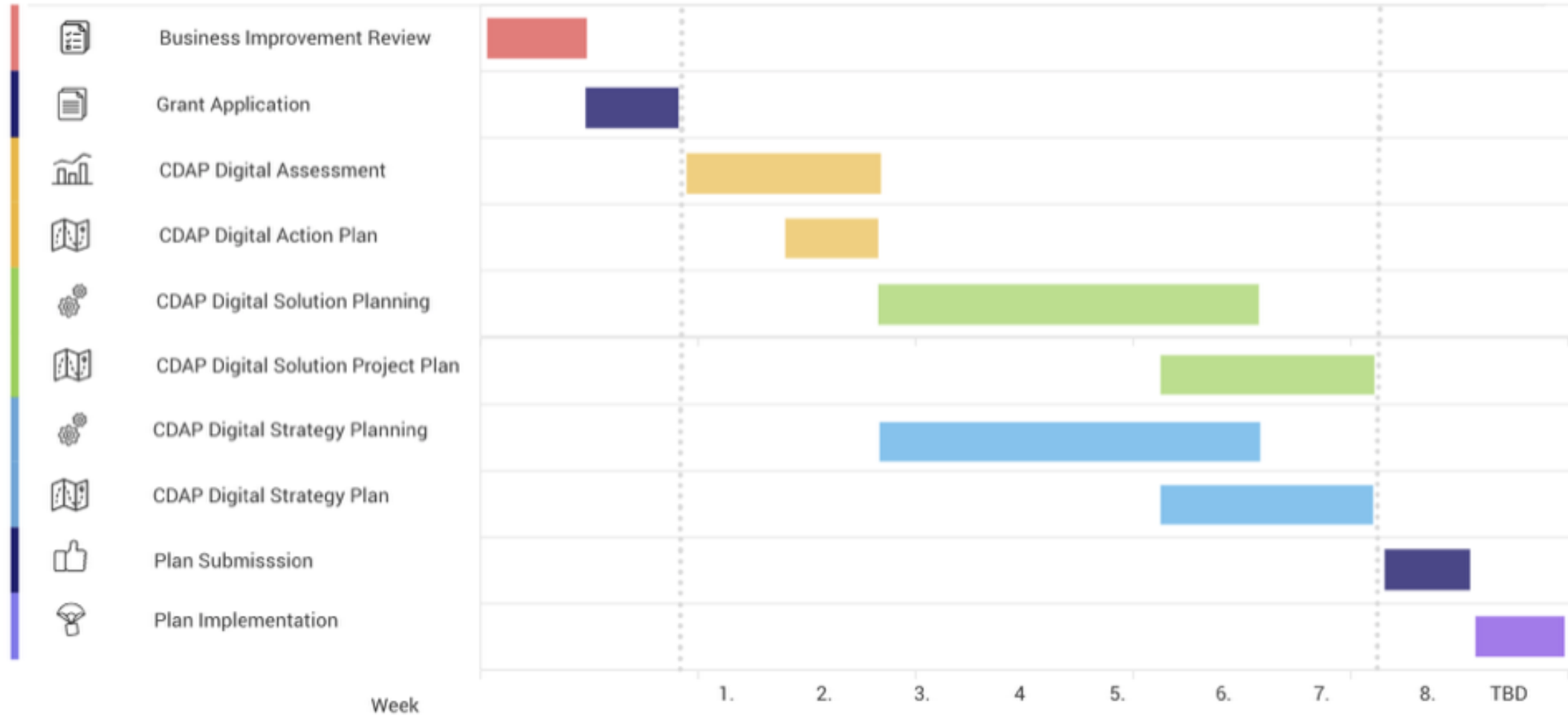
## CDAP Digital Strategy Plan

Proven process of generating a winning Digital Transformation Plan





## Digital Adoption Plan Timeline



# CDAP is just the beginning ...

## **1. *Digital Advisor Implementation Coaching***

Annual planning, quarterly reviews, monthly check-ins

## **2. *Fractional CXO***

Monthly reporting & oversight of project managers

Quarterly strategy reviews

Annual planning retreat

## **3. *Digital Marketing Strategy Execution***

*Website development*

*Paid Ads*

*Telemarketing*

*Webinars*

*LinkedIn*

*Google*

## **4. *Digital Marketing Accelerator - Interns***

**Next Steps / Questions**

## Next Steps

1. Apply to the Grant - to get started
2. Schedule a Digital Transformation Success meeting with us by clicking the link [here](#)

**Thank you for taking  
the time with us!**

**GROWTH**FINDER

---