

GROWTH PLAN

BUSINESS Growth Opportunity

Actions

KPIs

Colleagues

Consumers

Community

Capital markets

Colleagues

Consumers

Community

Capital markets

PERSONAL Growth Opportunity

Actions

KPIs

GROWTH PLAN SCRIPT

Please draft the Script describing your Humanized Growth Plan.

Please note this is a script for a 90 sec – 120 sec presentation and should be a maximum of 250 words.

Growth Plan Script



GROWTH PLAN VIDEO EXAMPLES

Examples – We hope last year's top 3 videos will inspire your thinking and creativity.

- [Rupen Desai](#) – Former CMO, Dole Sunshine
- [Katie Williams](#) – CMO US, Haleon
- [Natasha Maharaj](#) – Head of Marketing, Distell
- [Chris Osner Hackett](#) – Head of E-Commerce & Integrated Marketing

GROWTH PLAN SCRIPT - STORYLINE TIPS



The insight

You should decide where to start your story; the insight.

This could be inspired by, for example, a peer discussion, a deep-dive, a contributor, an experience with a client, etc. - and describe that as specifically and vividly as possible.



The vision

Then, excite the audience with your vision of what you believe can (or should) be – we call this the vision. Elaborate on how this vision creates long-term value for all stakeholders, where our recommendation is to specify the 4 C's: Colleagues, Customers, Communities and Capital markets.



Make it concrete

Next, if possible, make it concrete. Articulate what this vision tangibly looks like, maybe some very first results or examples of success achieved in a comparable place.



Make it practical

Share a very topline description of your plan - perhaps show the Growth Plan template in the background, or at least some of the first steps, e.g., the first 30 or 100 days.



Make it personal

And most importantly make it personal. Speak from the heart, explain why **you** think this is the right thing and how it connects to your Ikigai or personal purpose.