



December 17, 2020

Greetings!

As we close out 2020 and prepare for 2021, we have an opportunity to think about how to achieve profitable growth next year.



January will be the perfect time to review customer journeys and the processes that support them. As we've witnessed, an ever-increasing percentage of the buyer's journey has become more digital.

Our internal processes continue to become more digital too. This is a real opportunity to streamline processes and achieve operational integration, eliminate "over the transom" handoffs, share data, share or tightly integrate technologies, teams and KPIs.

End-to-end teaming from creating objectives through monitoring KPIs are a "we are in this together" headset. The use of **RACIs** for shared responsibility of success through the buying cycle can help ease the way.

*Let's have a conversation and identify 3 immediate improvements* that will streamline your workflow to:

1. increase revenue
2. increase the profitability of that revenue
3. improve your CX.

As I prepare to spend time with family in the coming weeks and reflect over the last year, I want to thank you for your support and continued interest in *The Bottom Line*. I'm glad you find value in reading it.

Have a wonderful Holiday season! I look forward to engaging with you again in January.

Warmest wishes,  
Marianne

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