



# Revenue Growth Generation: Four Proven Strategies- Lean Principles Applied to Growth Companies and Startups

By Josemaria Siota, Luiz Zorzella

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**Growth** is one of the main challenges executives face in today's fast changing business environment. Fast-paced dynamics require that managers implement quick adaptations in their business models on an on-going basis. But what do **Growth Leaders** do to run hyper-growth companies in this fluctuating business atmosphere?

Based on 36 Industry Interviews from a selection of 780 Growth Leaders from 32 different countries from **Amazon, Facebook, Google, LinkedIn, PayPal, Spotify, WhatsApp** and more; we have found the answer. In addition we have used an in-depth dataset from 77 companies in 21 countries, combined with the authors' previous unique professional experience from **Deloitte** and **McKinsey**.

**Revenue Growth** proposes a new solution called the Growth-Canvas©. This is an actionable framework, which includes four proven strategies to achieve compelling growth opportunities through lean principles, to **maximize the growth learning and minimize the investment, time and risk**.

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### Editorial Review

From the Inside Flap

*"Full of insights and a very useful resource."*

- Patty Cox, **LinkedIn** Global Head of Category Development

*"An intriguing and yet down-to-earth take on revenue and growth. Definitely what SMEs and startup businesses should be looking for in terms of a fresh perspective and practical advice on how to find and capture growth. Feels like a ton of expert consulting hours right in the palm of your hands."*

- Fabio Juvencio, **IMLA** Former CIO

*"Most tech companies see a mirage in which they will find somebody to solve their sales bottlenecks. The solution is not outside their companies. Tech companies need to look within themselves and get educated about the commercial side of their business and their capacity to drive revenue growth. Companies need to tackle this problem head on and this book provides all the tools necessary to do so successfully."*

- Ricardo Marimon, **Nimbox** CEO & Founder

*"Revenue Growth: Four Proven Strategies brings the best of management consulting - conceptual integrity, analytical thinking and fact-orientation - and combines that with the best of entrepreneurship (a focus on execution, try and then fail fast and small, an unwavering 'can do' attitude). Four Proven Strategies shares these two perspectives in a provocative and practical way."*

- Eric Monteiro, **AIMIA** Head of Strategy

About the Author

**Josemaria Siota** is the Director at **Simastec Consulting**, a global strategy and technology consulting firm of experts that help companies create, manage and sustain growth through their exceptional former consultants from Deloitte, McKinsey and Google. He has contributed in different research projects about strategic growth with IESE Business School. Furthermore, he coaches managers and aspiring consultants from MIT, Stanford, Harvard, IESE, LBS and INSEAD. He is a **Deloitte** and IESE Alumni, UPC IT Engineer and was ranked #1 of class in his MSc in International Business.

**Luiz Zorzella** is the Director at **Amquant**. He is an expert on new markets, entrepreneurship and growth. He has launched ten market leaders and has helped numerous companies accelerate growth, improve ROI and implement growth-propelling transformations. A former consultant and expert with **McKinsey & Company**, investment banker with JP Morgan Chase, and founding partner with IMLA and LifeStats. Chair of the Brazil-Canada Chamber of Commerce Trade and Investment Committee, mentor at Google For Entrepreneurs Toronto, NEXT, and a frequent speaker on strategy.

**Both authors** were mentioned as growth leaders in different media, such as International Business Times, Boston Globe, Star Tribune, La Vanguardia, Expansión, El Mundo Financiero, etc.

### Users Review

From reader reviews:

**Marvin Perdue:**

As people who live in the actual modest era should be up-date about what going on or details even knowledge to make all of them keep up with the era that is certainly always change and move forward. Some of you maybe will certainly update themselves by reading through books. It is a good choice for you but the problems coming to a person is you don't know what kind you should start with. This Revenue Growth Generation: Four Proven Strategies- Lean Principles Applied to Growth Companies and Startups is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and want in this era.

**Mildred Ortiz:**

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**Rosalie Lloyd:**

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**Thomas Baldwin:**

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