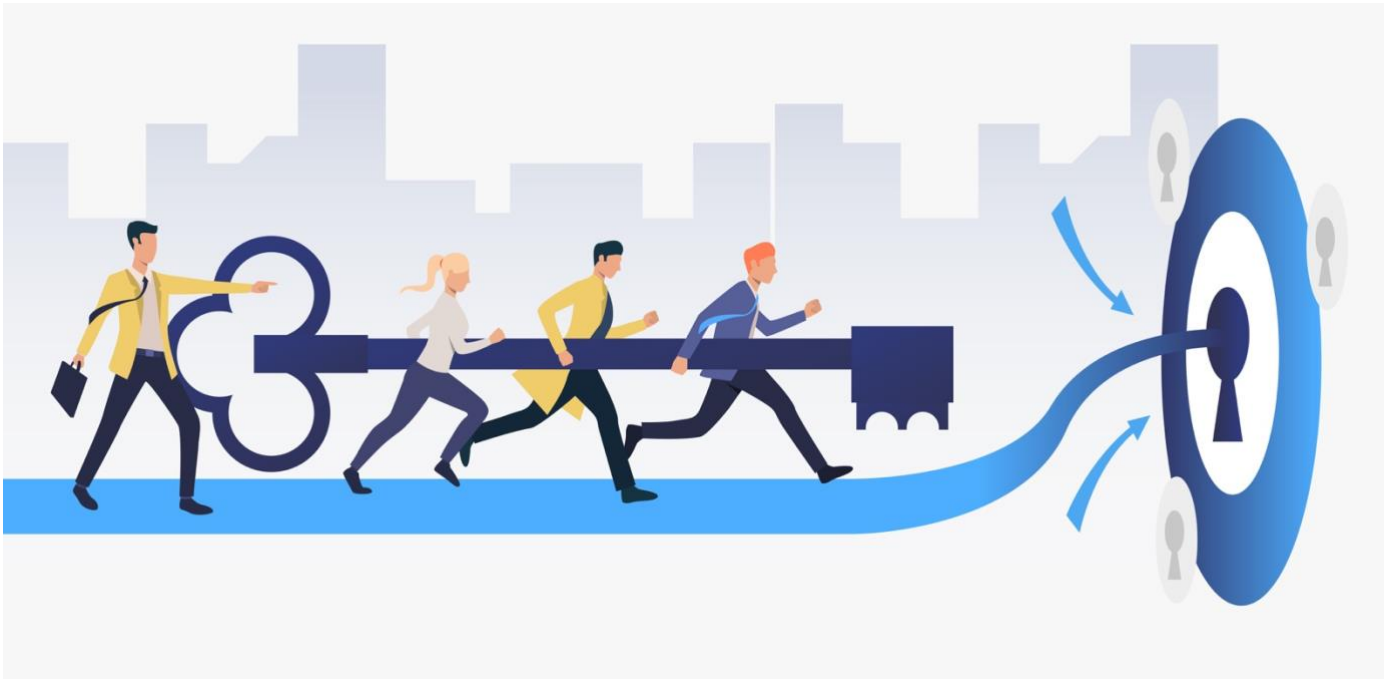


Building New Capabilities is Building New Engines of Growth & Competitive Advantage



“It is the key capabilities you develop that propels the success of your growth aspirations”

Beneath the surface, it's evident that attaining robust and continuous top-line growth is becoming more challenging. The strategies employed in recent years to boost revenue are losing effectiveness, signalling an end to their role as the cornerstone for sustained, double-digit growth.

Despite these challenges, there's optimism. A potential solution lies within reach. Sustained growth can be realized by tapping into your company's latent resources—underutilized, intangible capabilities and advantages that are inherent in most well-established businesses.

To lead in your industry, your business needs to navigate a dual challenge. Initially, it must consistently develop and update its specific areas of proficiency, ensuring it possesses essential capabilities to outperform competitors. Simultaneously, it must orchestrate collaboration among its diverse disciplines, adapting dynamically to the ever-changing competitive landscape.

Most businesses, especially those companies that have reorganized themselves by cross-functional processes, have already discovered how difficult it is to integrate various disciplines and still maintain functional excellence. “Is it even possible to achieve both things?” This problem has to be solved in order to build capabilities that needs cross functional participation.

It is the key capabilities you develop that propels the success of your growth aspirations.

Building new capabilities is building for tomorrow, where choosing right capabilities, executing



capability building initiatives, creating a growth led mindset within your organisation are essential building blocks for faster realisation of your goals and priorities.

Now how do you approach developing your core capabilities ?

Spot your hidden capabilities:

The reason you succeeded in your business is because you have achieved certain capabilities that helped you attract and service your customers better than other solutions available for your customers.

Selectively develop new capabilities:

To grow to the next orbit, you would be reading yourselves to acquire customers in target markets with large profit potential. So you need to assess what new capabilities will give you a lead in those markets. Accordingly you lay out a plan to develop or acquire those capabilities in the required time frame.

Assess the business impact of your capabilities:

You correlate the business outcomes before & post the deployment of capabilities to estimate the additional outcomes. This will help you build a feedback loop to assess prioritisation of your capabilities.

But there is caveat - *The downside of a core capability is that it can become a rigidity. A strength can become a weakness. The very reason for a company's traditional success can become an obstacle to developing new capabilities or maintaining the right balance of capabilities .So be watchful!*

At Strategea, our recommendations include spotting next-generation demand, selectively building & leveraging your core capabilities, an incremental approach to improving and expanding capabilities; a focus on process as well as product; innovative ways to challenge conventional thinking; and coherent vision, leadership, and organization

Call us to know more about how at [Strategea](#) can help you to develop a more congruent organisation structure that delivers to your strategic needs.



About Strategea:

Strategea is your trusted partner on the journey of transforming your business into a thriving and scalable enterprise. Our mission is simple yet profound: to guide business leaders like you to realize your growth ambitions, embrace transformation, and accelerate your path to success. We work with our clients to provide holistic and customised solutions in the areas of Organization Strategy, Operations, People and Digital Transformation in order to enhance organizational performance and achieve their aspiration!

Business leaders in India face a favourable growth opportunity both in domestic market & globally. To be able to grow to the next level, business leaders need to find a way to replicate their success in new product categories which they need to enter to grow to next level, reduce their learning curve to develop profitable revenue streams in newer markets, achieve efficiencies while they scale their operations and rally their people around the growth vision & business initiatives.

Strategea brings in the required expertise to guide business leaders on solving the complexities that come their way while scaling and expanding their operations to realise their growth aspiration.

Playing the Business Game : Running a successful business is a high-stakes game. Your business journey has routes, detours, and all sorts of obstacles you have to work through. So you need a map. In this book “Playing the Business Game” we are addressing the construct & thinking i.e. what could be direction that you want to take, what model suits you etc. to put your business on a high growth trajectory.

Connect with Us:

We love to hear from you. If you are a business with a rapid growth ambition, don't hesitate to contact us. Let's begin a conversation about how we can help you achieve your goals and set your business on the path to success.

Call us on + 91 9702 875 475 or write to us on info@strategea.in and visit us on www.strategea.in

