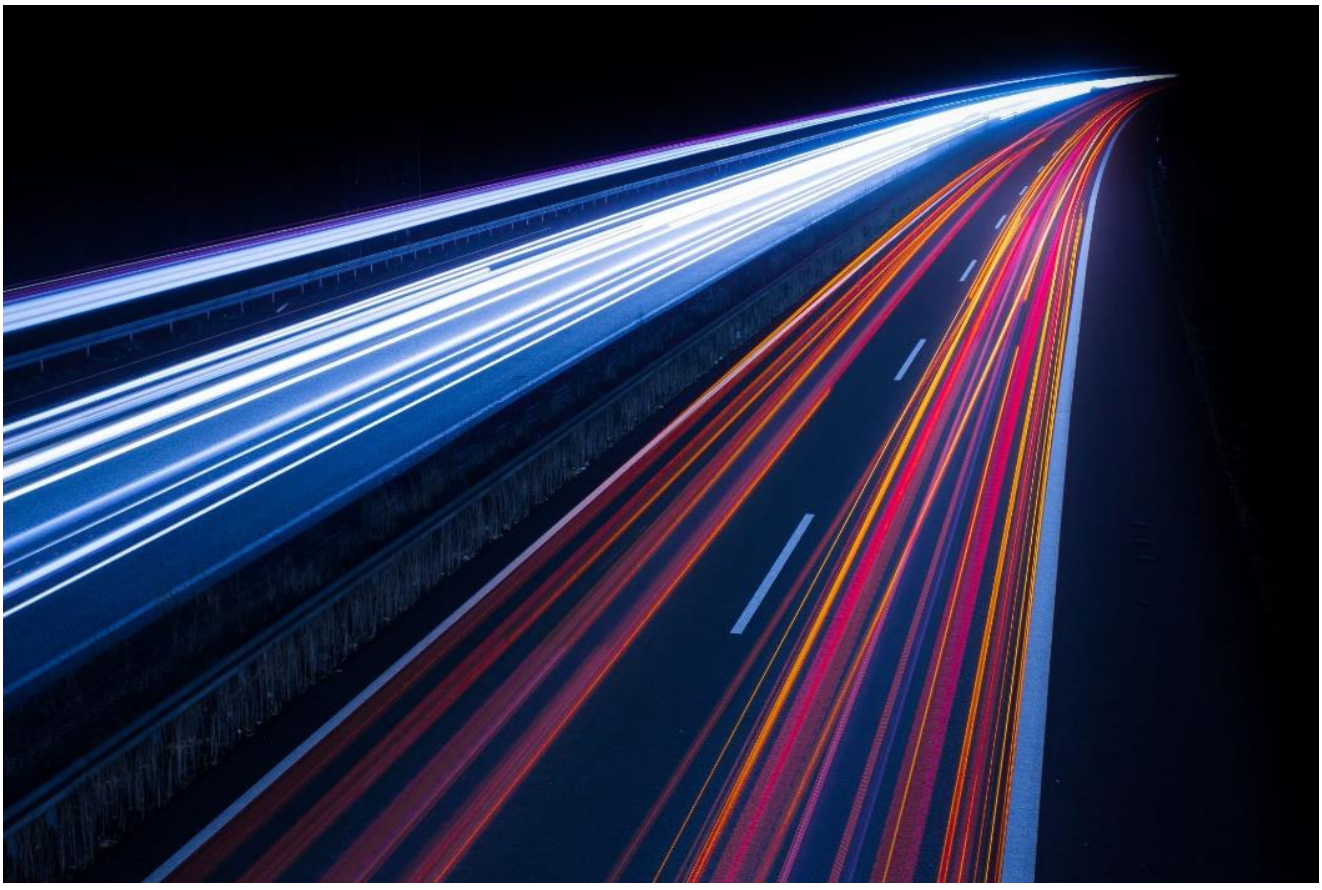
The Mandate is Profitable Growth.

Equipping the Organization to Steer and Win.

Strategy is not a static slide deck. It is an active growth steering system. To achieve your targets, your team needs more than advice—it needs a turnkey command center that integrates all essential components for reliable execution.

> **The Product:** Your Profitable Growth Control Tower (PGCT)
> **The Result:** Optimum Profitable Growth (Positive EVA, Growing MVA)



by Prof. Dr. Uwe Hilzenbecher | Principal Corporate Strategy Architect & Managing Director, Strategy B2B

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Aligning Ambition with Capability

Every CEO drives toward one top target: Profitable Growth (Positive EVA, Growing MVA). When this target becomes difficult to reach, the focus must shift from "What went wrong?" to "What operational capabilities do we need to steer our way to success?"

The Architecture of Success

Sustainable profitable growth is rarely a matter of luck. It is the result of a clear value-creation formula—going far beyond an annual budget—supported by four interlocking pillars working in harmony:

1. ProGrowth Processes

Energizing Continuous Steering

Moving away from ad-hoc, calendar-driven strategy rituals toward a continuous, agile decision-making engine that keeps leadership, sales, and controlling permanently aligned.

2. ProGrowth Tools & Apps

Modernizing the Decision Toolset

Moving beyond disconnected spreadsheets to precision models and digital apps that quantify, simulate, and optimize scenarios before capital is committed.

3. ProGrowth Data Foundation

Fueling the Real-Time Radar

Replacing gut feeling with a structured intelligence hub—uniting internal ERP and CRM financials with quantified market intelligence so every decision is grounded in reality.

4. ProGrowth Enablement & Training

Building Full Autonomy

Closing the execution and skills gap through certified qualification and hands-on coaching, ensuring your team masters the tools and processes independently.

Building a Permanent Steering Capability

To close the gap between ambition and results, you do not need another temporary consultant report—nor a bureaucratic new staff department. You need a permanent, lean organizational capability.

The Control Tower Principle

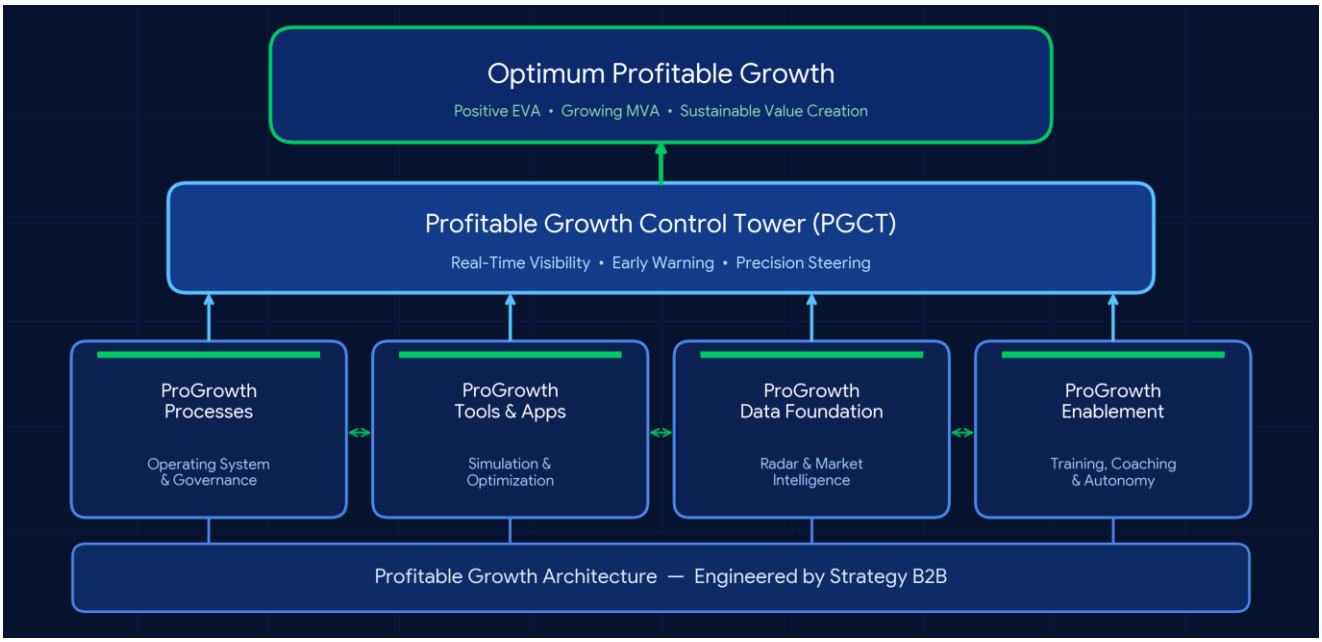
We partner with you to install a fully operational Profitable Growth Control Tower (PGCT). Just like an airport control tower unifies real-time radar data to guide complex traffic safely to its destination, your PGCT gives leadership full visibility, early warning, and precision control over margins, growth, and capital—delivered as a turnkey asset, built to run autonomously.

The Strategy B2B Offer: A Turnkey Profitable Growth Control Tower

Beyond advice—we build and institutionalize.

Our core offering is the setup of a turnkey, high-impact Profitable Growth Control Tower (PGCT). We deliver the missing "Growth Operating System" in one integrated package:

- **ProGrowth Processes (The Operating System):** A defined rhythm of governance, decision-making routines, early-warning triggers, and the "Corporate Profitable Growth Handbook".
- **ProGrowth Tools & Apps (The Engine):** Precision models and digital applications to simulate and optimize enterprise value, including Capital Allocation and Risk/Return models.
- **ProGrowth Data Foundation (The Radar & Fuel):** Integrated financial and sales data combined with quantified market intelligence (TAM/SAM/SOM) and forward-looking indicators.
- **ProGrowth Enablement & Training (The Autonomy):** Certified qualification and hands-on coaching for your internal team until your organization flies solo—completely independent of external consultants.



The PGCT Architecture — Engineered for Optimum Profitable Growth

Scalable to Your Maturity

We configure your Profitable Growth Control Tower (PGCT) architecture to meet your organization exactly where it stands today:

Feature / Capability	PGCT ESSENTIAL	PGCT PROFESSIONAL	PGCT EXCELLENCE
The CEO's Mandate	**"Regain Control"**	**"Scale Performance"**	**"Maximize Value"**
Ideal For	Companies needing immediate visibility and stability ("Firefighter").	Companies establishing corporate standards and reliable growth ("Standard").	Industry leaders optimizing profitable growth and value creation ("High-Performance").
The Pain Point	**Blind Spots:** "We lack transparency and fly on ad-hoc decisions."	**Rigidity:** "We are reliable but slow; strategy is disconnected from execution."	**Uncertainty:** "We are winning today, but blind to tomorrow's disruption."
ProGrowth Processes	**Re-Activation (Annual):** Structured dev/planning, monthly controlling. Finance/Product/Customer perspectives. Descriptive & Diagnostic Analytics.	**Dynamization (Rolling):** 10-phase process for strategy alternatives & implementation planning. All perspectives. Diagnostic & Predictive Analytics.	**Continuous Optimization:** 10-phase process for strategy options under uncertainty & optimum execution. Predictive & Prescriptive Analytics, AI-powered.
ProGrowth Tools & Apps	**Standardization:** Unified templates, clean financial baselines, and SWOT/MBO/OKR frameworks.	**Integration:** OKR/BSC/PMO, Integrated Business Planning, and connected BI systems.	**Prescription under Uncertainty:** OKR/BSC/PMO, Digital Twins, AI-based daily performance and risk/return optimization.
ProGrowth Data Foundation	**Internal Focus:** Financials (P&L, Bal, CF) from ERP, Sales from CRM; external data (tech, market) as structured lists.	**Internal & External Focus:** ERP & CRM data plus external technology and market data as dynamic pipeline models.	**Business System Models:** Full ERP & CRM integration plus external tech/market data as pipeline models under uncertainty.
ProGrowth Enablement	**Operational Readiness:** Process handover, foundational training & "Open Loop" management.	**Method Competence:** Team coaching, Strategy Practitioner Seminars & "Closed Loop" management.	**High-Performance:** AI-powered strategy training, leadership coaching & management under uncertainty.
Financial Focus	**P&L Focus:** Revenue, COGS, OPEX & earnings transparency and stabilization.	**Capital Efficiency:** Working capital, investment, and return optimization.	**Value Maximization:** Optimum EVA (Economic Value Added) & MVA (Market Value Added) growth.
The Gain	Transparency & Order	Reliability & Agility	Superior Value Creation
The Result	**Growth**	**Profitable Growth**	**Optimum Profitable Growth**

Ready to Take the Controls?

Stop flying blind for another quarter. Empower your team to turn strategic ambition into reliable, measurable results. Book a Control Tower Readiness Assessment to identify exactly which pillar—Processes, Tools, Data, or Enablement—will accelerate your profitable growth fastest.

Prof. Dr. Uwe Hilzenbecher is Principal Corporate Strategy Architect & Managing Director at Strategy B2B. Leveraging deep expertise from 250+ strategy projects across 40 industries and 25 countries, he engineers high-performance Profitable Growth Control Towers for Optimum Profitable Growth.

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