



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

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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