Approach

The Blueprint to a Billion business building approach is based on an empirically-designed method developed by David G. Thomson, the author of Blueprint to a Billion. David's straightforward and highly effective process is based on a unique synthesis of the success pattern of America's highest growth companies. By identifying specific essentials, exhibited across all high growth companies, independent of industry, David supports leaders in making a positive and measurable impact. How does this unique approach differ from others?

- A quantifiable approach that involves key constituents
- Focus on the most important Essentials for improvement
- Systematic measurement of progress against the Blueprint financial success trajectories and the 7 Essentials Scorecard

Step 1. Understand the 7 Essentials and the Blueprint Financial Pattern
As the research has discovered, teams have a different business-building frame of reference due to their various experiences. They use common terms with different meanings. For example, Marquee Customer is not just an important buyer; they help you sell! This step is crucial to aligning the team's common understanding of the 7 Essentials.

Step 2. Measuring the Gap
Much like a traditional 360 feedback tool, the 7 Essentials Scorecard incorporates the most important descriptors of the 7 Essentials so teams can measure their current progress against the success pattern. The Scorecard has been developed by comparing low growth versus exponential growth companies. Exponential growth companies were average or above in each of the 7 Essentials.

Step 3. Close the Gap for Each Essential
For each essential develop a roadmap to close the gap. This involves workshops, coaching, applying expert advisors and developing a “do-it-yourself” plan.

Step 4. Measure Progress to Achieve Exponential Growth
The research showed that it isn’t just about execution, it is about self correcting along the way. It is about a “feedforward” process. Much like a traditional feedback loop, this is critical in order to stay on trajectory.

Biography

DAVID G. THOMSON has been leading business growth for 20 years in general management and executive sales/marketing at Nortel Networks and Hewlett-Packard. He also served as an Associate Principal during his five years at McKinsey & Company. Thomson graduated with an Electrical Engineering Degree from the University of Waterloo and an MBA from the University of Western Ontario. He resides with his family in Overland Park, Kansas.

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Microsoft, Google, eBay, Staples, Genentech, Starbucks, Nike and Harley Davidson . . . these are just a few examples of an elite group of companies that have managed to turn billion-dollar ideas into billion-dollar businesses. What did these and other high-growth companies do to achieve such a goal? What blueprint do they follow to produce such results? Based on three years of in-depth research, David Thomson’s Blueprint to a Billion provides the first quantitative assessment of the success pattern common across a distinct group of 387 “Blueprint Companies” — the five percent that have IPO’d since 1980 and grown to $1 billion in revenue. They represent America’s highest growth companies; they uniquely achieved exponential revenue growth and returns.

This book is about the quantifiable, success-based pattern independent of economic cycles or industries—common across Blueprint Companies. It’s about how you can use their 7 Essentials to better your business, organization, team, or yourself and produce exponential growth. It’s about executing the essentials and linking them.

American business and government leaders are now saying “America has to reestablish its competitive advantage and innovation leadership.” This goal has two parts: Creating Innovation Ideas + Creating billion-dollar businesses! Thomson’s work uniquely answers the latter half.

David has launched the Blueprint Growth Institute with a dedication to developing the next generation standalone or business unit exponential growth businesses. Leveraging this breakthrough research to create new billion dollar businesses, David offers a portfolio of gap filling services.
- Speaking to management teams to share the success pattern
- Business building coaching and consulting to identify and close the gap for each of the 7 Essentials
- Creating a measurable feedback process to measure progress

Contact David at david@blueprinttoabillion.com