

# **Boost Your Growth IQ with Tiffani Bova: A Guide to Smarter Growth Choices**



# Introduction

As we step into 2024, organizations continue to confront the formidable task of boosting economic performance to navigate through constant change. Intense competition, rapidly shifting landscapes, and growth stalls present intricate challenges for every company. Deciphering the right path for growth can be overwhelming.

**To tackle this hurdle, it's crucial for L&D professionals to prioritize investments in reskilling and upskilling their workforce, particularly in areas such as strategy, customer experience, and growth intelligence. This ensures that every individual possesses the requisite knowledge and soft skills to contribute effectively to the organization's business development.**

The 'Growth IQ' program, developed in collaboration with Tiffani Bova, aims to drive organizational success by empowering staff to make astute, strategic decisions that nurture sustainable and enduring growth.

“

*In order to grow, you need to open your eyes, look around the corner, and see the growth stall coming. That's Step 1. Step 2 is having the courage to make the hard, but necessary, decisions to change.*

**Tiffani Bova**

”

# Growth IQ

## Charting a course to success

How to grow is the single most important challenge businesses face. The solution, however, isn't about copying your own or competitors' successes. Nor is it necessarily about working harder. It's about working smarter, and making the right choices for your business.

“Growth is about change. More specifically, change in the right direction. Toward getting bigger. And to get there, you have to keep moving, and be willing to fail along the way.”

Tiffani Bova

### What is growth IQ?

**Growth IQ** is the ability to make smarter strategic decisions to help your business grow. Primarily, this involves selecting the right paths, in the right sequence, while avoiding the pitfalls along the way. Although **Growth IQ** won't save you the journey, it will tell you exactly what you need to pack to get there.

For starters, you need to keep an eye on your customers and be eager to adopt external trends. You need to choose appropriate partnerships and avenues for product expansion. You also need to be ready to drive change where it's needed.

### What are the benefits of growth IQ?

By being savvier about your business choices, your teams can improve company efficiency, productivity and returns. For example, by seeing customers as “won and won again,” rather than “one and done” can help visualize more opportunities for up-sell and cross-sell revenues.

**Growth IQ** also has a personal impact on your staff, triggering entrepreneurial thinking, new strategic ideas, better negotiation, greater innovation and more.

### How can you instill it in your teams?

**Growth IQ** is a long game, where practice makes perfect. The act of carefully selecting key actions and combining them together can have a major impact on growth, as can the sequence in which you and your teams complete these actions. So, it's important to time your decisions – and the order in which you make them – based on market context.

Crucially, in order to grow, you need to be prepared for what's around the corner – and ready to impart the courage to make those hard, but necessary, decisions to drive change.

# The Growth IQ skill set



# Tiffani's program

## Boost Your Growth IQ

What's the next step for your business? What's the best move to improve performance? How can you head off your biggest competitor? In a fast-changing, survival-of-the-fittest business environment, these questions can be overwhelming.

However, according to Tiffani Bova, it's about choosing the right combination and sequence of paths for your teams and organization. The program kicks off with an overview of Tiffani's 10 Paths to Growth from her book, and then dives into each one with 10 skill paths.

Through real-life case studies, Tiffani shows why it can be a mistake to try to imitate the successful strategies of the past – or those of your competitors. To grow your company with confidence, she recommends that you focus on establishing a **Growth IQ** mindset where teams make smart, strategic choices that lead your organization to durable and sustainable growth.

All of the program content is based on her bestselling book, *Growth IQ*.

- **Find Your Paths to Growth**
- **Make Customer Experience Your Growth Engine**
- **Improve Customer-Base Penetration**
- **Accelerate Into New Markets**
- **Expand Your Product Line**
- **Diversify Your Customers and Products for Growth**
- **Optimize Sales**
- **Reduce Customer Churn**
- **Form Partnerships for Growth**
- **Co-opetition: Cooperate with Competitors**
- **Grow Through Socially Conscious Strategies**



# Conclusion

In an era of rapid digital transformation and economic turbulence, achieving growth is crucial—and sometimes even a question of survival. But it can be a mistake to always rely on strategies that have worked for you in the past or to imitate those that worked for your competitors. Instead you need a strategy to help you break the status quo in order to create an inspiring customer experience and optimize your sales and go-to-market strategies. Despite a clear direction, you'll never succeed without employees who are agile, resilient, and growth-focused.

**The only proven way to keep your employees skilled and competitive is by growing your people with focused upskilling using a strategy that's matched to their career development journey.**

**Start making smart, strategic choices to lead your organization to durable and sustainable growth.**

**See the skill paths!**



# Biography

## Tiffani Bova



Tiffani Bova is one of the latest recruits into the CrossKnowledge Faculty team, and creator of the [Boost Your Growth IQ program](#).

Ranked for the last 6 years in the Top 50 Business Thinkers in the world by [Thinkers50](#), Tiffani Bova is a leader who *Forbes* says “reshapes our perception of growth.”

Growth strategist, executive advisor and keynote speaker, Tiffani is the former Growth Evangelist at Salesforce, and a former Research Fellow at Gartner. She is the author of two *Wall Street Journal* bestsellers, *Growth IQ* and *The Experience Mindset*. Tiffani is also host of the “What’s Next! with Tiffani Bova” podcast. She is a frequent guest on media outlets such as Bloomberg, BNN, Cheddar News, MSNBC and Yahoo! Finance. She often contributes her ideas to publications such as *Harvard Business Review*, *Forbes*, *Entrepreneur*, *Diginomica*, *Quora*, *Rotman Management Magazine*, *Dialogue* and *Duke Corporate Education*.

“Growth is an inside job. But actually, that’s good news. It means that growth comes down to the things we can control.”

**Tiffani Bova**

# Grow Your People With Focused Upskilling

**Develop entire employee populations at scale, matched to their career development journey.**

Deploy award-winning upskilling strategies to grow your employees from the moment you welcome them into your company, nurturing their growth as high-performing individuals who eventually grow into experienced leadership roles.

CrossKnowledge upskilling solutions help customers achieve learning outcomes that meet business stakeholders' expectations. CrossKnowledge combines quality content from thought-leading authors, facilitation experts and specialist services into extensive blended learning capabilities, backed by proven learning tech.

**CrossKnowledge, Your Upskilling Partner.**

[Learn more](#)