

Profitable Growth Demands Making Your Business the “Best Choice” In the Marketplace and the Workplace

At the end of the day, executives are judged by their ability to increase top-line revenues, improve bottom-line profits – or both. Profitable growth is the very cornerstone of success for organizations and for individuals. But how do you achieve profitable growth in an increasingly and unceasingly competitive world?

For some companies, particularly in the consumer retail marketplace, profitable growth is driven by having the lowest prices and even lower costs; for others, it’s about being the first to introduce new products and new innovations on old products. But for the vast majority of firms in the business-to-business space, profitable growth is about becoming the “best choice” for a particular set of key customers and employees.

We believe that becoming the best choice is a function of identifying these most desirable customers and employees, understanding what constitutes a superior experience in their eyes, delivering that experience in a profitable way, and communicating it to them effectively. If customers and employees continuously select your business as their “best choice,” and if you can deliver on your promise to them, you will achieve profitable growth.

The best will always have choices. The best customers have a bevy of hungry vendors eager for their business. The best workers have a host of competitive employers vying for their talents. Customers and employees alike have demonstrated an increasing willingness to migrate in search of a better deal. **At Caxton Growth Partners, we’re especially astute at helping organizations understand how to transform themselves into the best choice – in the marketplace and the workplace.** In short, we help companies whose very existence depends on the quality of their relationships with customers and employees to grow profitably.

Caxton Growth Customers & Services

We serve customers large and small, from virtually every key industry, in more than 30 states around the country. Our customers compete on the basis of the quality of their relationships – with customers, employees, suppliers, and other business partners. They tend to be in commercial business-to-business settings, providing sometimes complex services to their customers. They are driven towards practical, affordable and proven solutions. They need speed and creativity. And they need a complement of functional experts who can address the full range of issues faced by growing companies.

Often, these businesses have tried to resolve their workplace and marketplace problems before, and have failed before – on their own, or with other consultants. They are lean, often without people available for “special projects.” They know how hard it is to get an objective perspective from typical, large management consulting firms, and they know the steep cost if they do.

To these growing businesses, our promise is simple: **We help companies that compete on the basis of their relationships with customers and employees to grow profitably.** We achieve this promise by helping to make our clients the best choice – bar none – as a place to do business, and as a place to work.

Often, our clients look to us for help in times of turmoil or change: when they are trying to grow, but not seeing results; when management is trying to drive cultural change without much success; when employee commitment and morale are at risk; when the business is in shock due to some crisis; when new management teams are trying to figure out what’s true and what’s not; when executives fear they’ve lost their way with clients; and when people and/or technology are not providing the payback expected. But most commonly, we are hired by solid and healthy companies who are just trying to be themselves at their best.

Why Caxton Growth?

- **Executive Consultants Who’ve Been There.** Our executive consultants understand your industry and your marketplace, as well as your practical limits, because they’ve been in your shoes. They’ve held significant positions in significant companies. And they’ve been consultants with some of the most respected firms in the world. They’ve been owners, officers, executives and consultants in companies of all size; public, private, governmental, and not for profit. They know not only what will work, but how to make it work for you.

- **One-stop Expertise and Insight.** With Caxton Growth, unlike with many consultants, there is no “pre-ordained answer.” We field a team with expertise spanning strategy, HR, sales, marketing, business development, communications, operations, and information technology. Together with you, this team can better than any other firm identify root causes and optimal solutions for most any growth-limiting issue. Our consultants are focused, creative and insightful – able to help you achieve the results you need to take your business to its best.
- **Focus on Speed and Urgency.** A major part of the value we provide is helping you get results faster than might be otherwise possible. Part of that speed rests with our array of expertise and experience; part rests simply with our ability to deploy quickly and flexibly. We’re entrepreneurial, with a “do it now” mindset. We leverage technology whenever possible. And we deliver what we promise – on time, within budget. We know time matters.
- **Emphasis on Practical and Affordable Solutions.** A solution isn’t a solution if you can’t afford it or implement it practically. We know that every business has real constraints on what it can afford and implement. While we’re workplace sensitive and marketplace savvy, we’re at the same time grounded in the realities of doing business. We know how to get results without going overboard on cost.

The end result of working with Caxton Growth? Expanded growth, top and bottom line. Results you value, delivered in an easy-to-do-business way. Improved relationships and synergy. Better control and organization. Clarity on the facts affecting your business. Stronger management consensus and unity. Proven resources to achieve important tasks. Special expertise to solve the toughest issues. On-the-ground implementation assistance to get it done – now.

If your organization competes on its ability to attract and retain the best customers and employees, and if you want to be their best choice, Caxton Growth can help. Call us at 216.619.8200 or see us on the web: www.caxtongrowth.com.