



# G.R.O.W.T.H. 360<sup>TM</sup>



## G.R.O.W.T.H.360™ – A Precision Framework for Growth Diagnostics

*A Conceptual Framework by Dr. Shailendra Tripathi, Founder & Managing Partner, Growth Magnet Advisory LLP*

### Purpose of This Free Resource

To help marketing and business professionals understand how to conduct structured, data-driven, and objective **Root Cause Analysis (RCA)** for business reviews, brand performance, and market development — moving beyond the vague, subjective approaches that dominate today's discussions.

### 1 Context — Why G.R.O.W.T.H.360™ Was Designed

“We missed primary because secondary was low.”

“The delay is because the aircraft arrived late from the previous sector.”

In both examples, we hear *excuses*, not *explanations*.

Most marketing and sales reviews in the pharmaceutical and healthcare industry suffer from **poor problem definition and unstructured RCA**.

**Brand Plans lack diagnostic depth**

**Reviews focus on symptoms, not causes**

**Most Fishbone analyses end up being opinion-driven rather than data-driven, leading to inconsistent RCA outcomes.**

Recognizing this widespread gap, **Growth Magnet Advisory** developed **G.R.O.W.T.H.360™** — a structured, multi-dimensional diagnostic framework that removes subjectivity and introduces **precision, direction, and accountability** into performance improvement and growth planning.

## 2 Objective of G.R.O.W.T.H.360™

To offer a **universal framework** that enables:

- **Organizations** to identify bottlenecks in growth, process, or capability.
- **Leaders and Marketers** to conduct structured RCA during business reviews or planning.
- **Individuals** to self-diagnose their own professional or brand challenges and apply structured growth logic.

Ultimately, the goal is to:

“Replace intuition-based RCA with insight-driven precision analysis.”

## 3 When to Use G.R.O.W.T.H.360™

You can apply this framework whenever structured reasoning is needed:

| Situation                      | Use of G.R.O.W.T.H.360™                                          |
|--------------------------------|------------------------------------------------------------------|
| Annual Brand Planning / BOP    | Diagnose market and brand drivers before defining strategy       |
| Market Development Planning    | Identify which territories, channels, or HCPs to focus on        |
| Mid-Year / Monthly Reviews     | Find true causes behind underperformance, not excuses            |
| Launch or Growth Strategy      | Evaluate alignment between sales model, insights, and capability |
| Training & Capability Building | Teach teams to think analytically, not emotionally               |
| Personal Career Growth         | Identify your own capability gaps in strategic thinking          |

## 4 How G.R.O.W.T.H.360™ Solves Traditional RCA Limitations

Traditional RCA exercises often stop at **observations rather than true causes** — they describe *what happened* but fail to uncover *why it happened*.

Common pitfalls include:

- Relying on **opinions, not facts**
- Lacking a **hierarchy or structure of causes**
- Failing to **link insights to actionable interventions**

G.R.O.W.T.H.360™ addresses these gaps by offering a **structured, multi-dimensional diagnostic framework** that connects every symptom to its underlying driver — ensuring reviews and plans are **evidence-based, prioritized, and actionable**.

G.R.O.W.T.H.360™ introduces a structured diagnostic lens — connecting every business issue to its root within **six growth dimensions** and one integration layer.

| Dimension                      | Focus                          | Example Diagnostic Question                           |
|--------------------------------|--------------------------------|-------------------------------------------------------|
| G – Go-to-Market Engine        | Sales model & coverage         | Are our field efforts aligned with market potential?  |
| R – Revenue Drivers            | Brand & portfolio contribution | Which SKUs or brands are actually driving growth?     |
| O – Organizational Capability  | People & processes             | Does the team have the capability to deliver?         |
| W – Workflows & Processes      | Execution excellence           | Are review and action loops working effectively?      |
| T – Target Market Intelligence | Insights & segmentation        | Are we marketing to the right customer segments?      |
| H – Health of the Brand        | Strategy & visibility          | Is our brand perceived as trusted and differentiated? |
| 360 – Integration Layer        | Alignment                      | Are all dimensions working together coherently?       |

## 5 Benefits of Adopting G.R.O.W.T.H.360™ Thinking

- ✓ Brings **clarity and logic** to problem-solving
- ✓ Transforms **reviews into strategic conversations**
- ✓ Helps **teams think structurally and act systematically**
- ✓ Enables **leaders to pinpoint and prioritize interventions**
- ✓ Strengthens **decision-making confidence** with data-backed RCA

## 6 Who Can Benefit

- **Organizations:** Pharma, Healthcare, Wellness, Self-Care, Personal Care
- **Functions:** Marketing, Sales, Strategy, Commercial and Capability Teams
- **Individuals:** Product Managers, Brand Managers, Marketing Heads, Business Heads
- **Academia:** Pharma MBA Colleges & Students (for training in applied marketing analytics)

## 7 Outcome Expected from This Framework

After reading this free framework, you will:

- Understand how to apply a structured RCA logic in any business scenario.
- Realize why most brand reviews fail to identify real causes.
- Learn how to elevate your marketing discussions from “**what happened**” to “**why it happened and how to fix it.**”

## 8 What's Next

This is a **conceptual primer**.

For **hands-on mastery** and certification in structured growth diagnostics, join the workshop:

*"Mastering Business Diagnostics with G.R.O.W.T.H.360™"*

Facilitated by: **Dr. Shailendra Tripathi**

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## 9 About the Author

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