

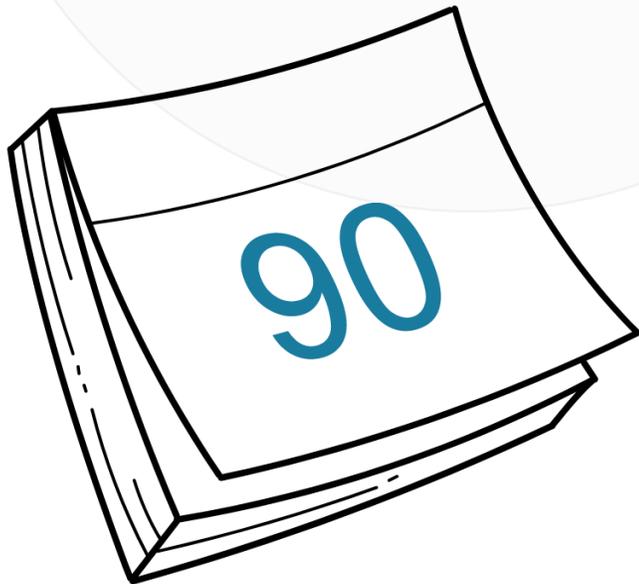
Take charge in the first 90 days of your new position

Define your strategic direction with confidence



Get up to speed faster and achieve more sooner

The first 90 days on your new leadership role are quite important. Your capacity to create momentum tends to determine your success, both on the short and long term. But gaining trust and obtaining early wins fast can be challenging. Especially if you're new to the organization. The right insights can speed up the break-even point of your transition.



Define your strategic direction with confidence

As Harvard Business School professor Michael Watkins identified in his research, transitions are a critical time for leaders as small variations in their actions can have a huge impact on long-term results. He researched the most common pitfalls new leaders encounter and what one can do to avoid them.

His conclusion is that you'll want to take charge in a number of areas in your first three months to get you up to speed faster and achieve more sooner.

First 90 days - 10 critical success strategies

Deliberately prepare yourself for the new role and its unique challenges

Prepare yourself



Find the best sources of insight and use structured methods to accelerate learning

Accelerate Your Learning



Analyze the situation to tailor your strategy specifically for the situation

Match Strategy to Situation



Build a good relationship with your boss(es). Manage expectations and negotiate success

Negotiate Success



Avoid common traps. Figure out priorities, build credibility with early wins

Secure Early Wins



Identify the root causes of poor performance and align strategy, structure, systems, skills & culture

Achieve Alignment



Assess, align and build your team and put the right team processes in place

Build Your Team



Identify stakeholders and build allies internally and externally, vertically and horizontally

Create Alliances



Maintain balance and manage yourself

Manage Yourself



Accelerate team development and strengthen succession planning to multiply the benefits

Accelerate Everyone



The right focus to optimize your results

Next to building your team and network, the first 90 days are about understanding your challenges and opportunities. And achieving quick wins. Focusing your commercial activities on segments with the best market-fit will optimize your results. But many organizations won't have complete and accurate data on this fit readily available.

Structuring and processing input across the organization will take you time. Factors such as digital customer behavior and historical sales data are only part of the big picture. You'll want to take all relevant insights into account, and align them with external factors, such as the local situation and competitors, to really spot your opportunities. In our experience achieving this is often time consuming and complex due to three reasons:

1

Fragmentation of strategic input

Lack of standardization across teams means gaps in your customer, product & commercial data

2

Completeness of analyzed market factors

Beyond your internal input, which models do you use to analyze markets and outside factors (if any)?

3

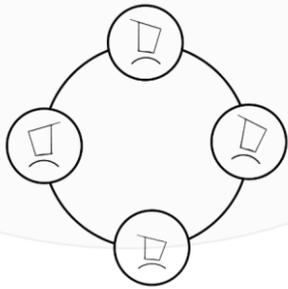
Distortion of outcomes

Misalignments snowball into incorrect market-fit assumptions and stagnant sales

Determine the best strategic direction

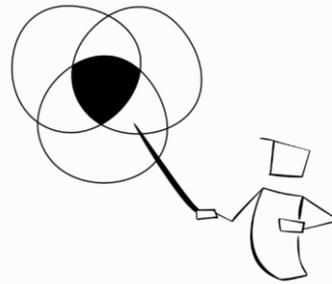
That's why we created SpotOpp; to make it easier to evaluate your market focus, identify new opportunities and shape your strategy by knowing how and where to grow. Allowing you to get to know the organization thoroughly, while collecting the insights you need fast.

How it works



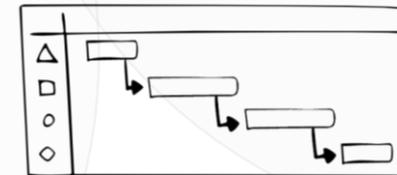
Collaborate

Collect insights across your company easily and validate them with a reliable analysis framework



Analyze

Use a dashboard of outcomes to clearly see market-fit & hidden opportunities



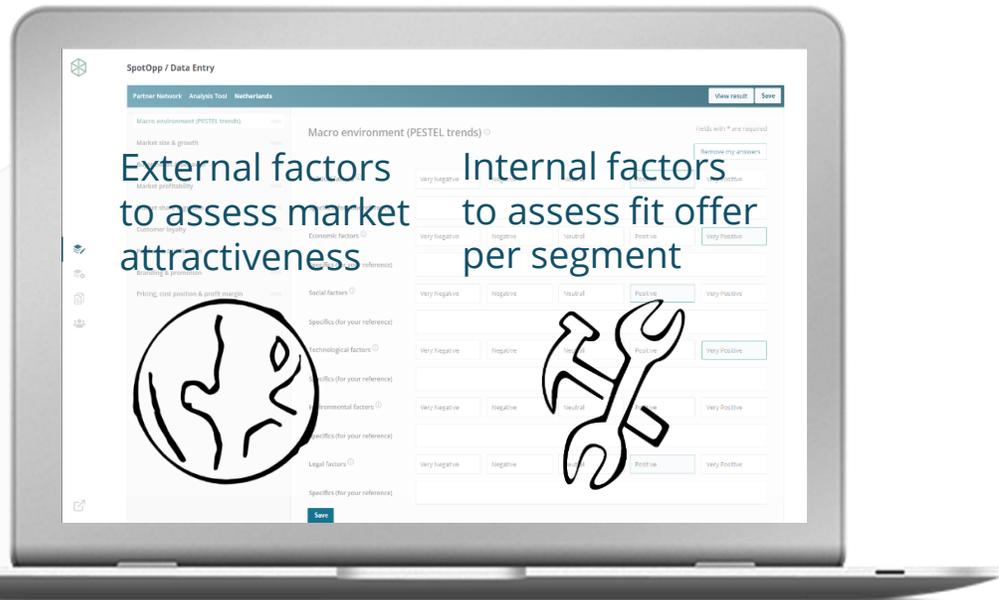
Act

Take a giant step towards a data-driven, winning strategy

Find your market-fit fast

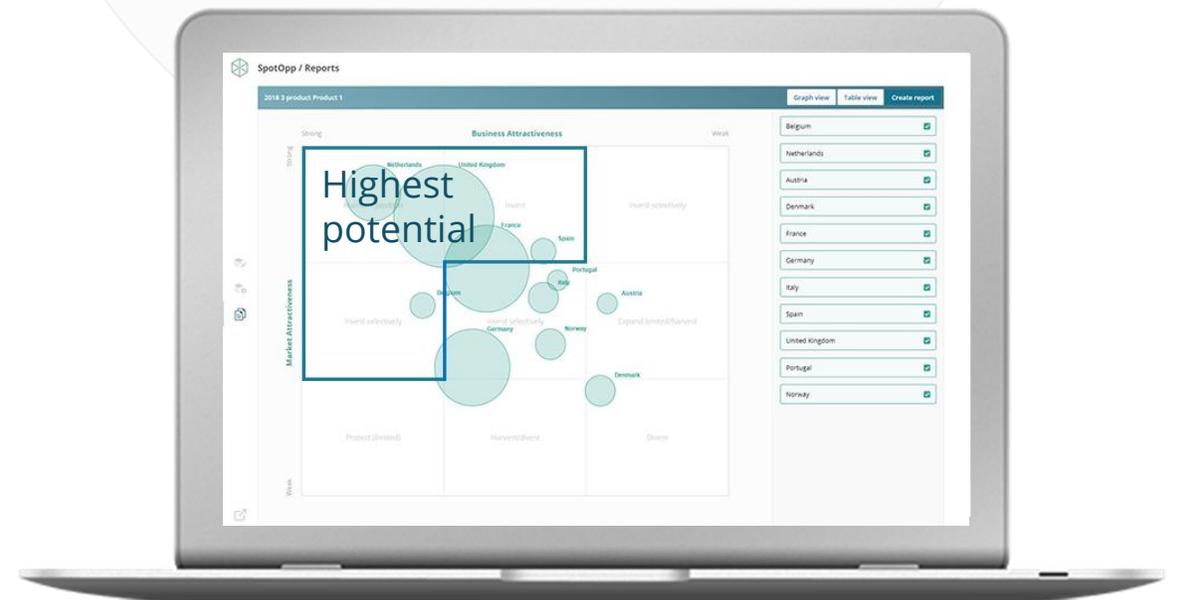
User-friendly questionnaire

guides you through analysis with proven models to determine product-market-fit



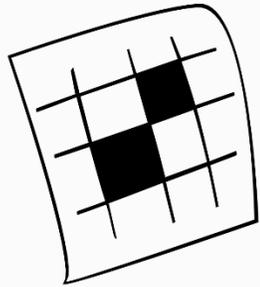
Clear dashboard

allows you to choose your optimum strategy



Make data-driven strategic decisions

We combine the best of proven models with our lessons-learned to help you and your team clearly see where your opportunities lie. With a Quick Fit-Scan, where you use the SpotOpp platform independently to validate your existing insights and see the full picture. Or with a Deep Dive Analysis where we'll assist you in an end-to-end analysis.



Structure your process

For data-driven decisions

Easy data collection, with a checklist of all relevant factors and inter-dependencies



Eliminate tunnel vision

with cross-team collaboration

Remove subjectivity, with shorter analysis lead times, standardization and clear reporting



Create sweet spots

to optimize resources

Immediately see relevant actions with company-wide insights and action plan

Deep Dive Analysis

There are so many moving parts to bring your strategic plan together, and so little time to manage them all. Our Deep Dive helps you analyze the wider business environment and how it affects your company.

Align the right people early in the process, by including all relevant stakeholders. And give a clear shape to your next movements.

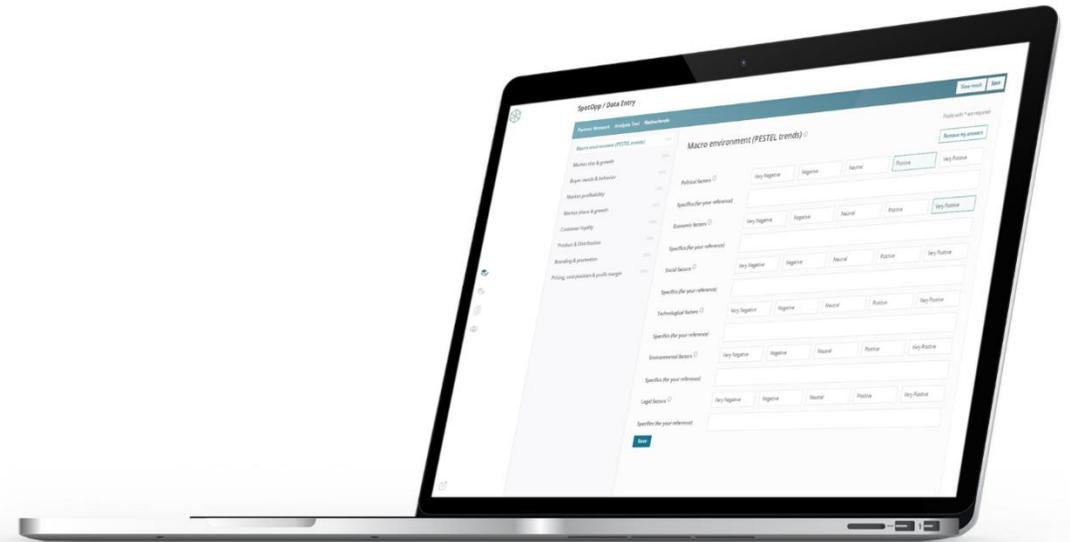
How the Deep Dive Analysis works

Map Input & Implementation

We have an initial consultation to plan the road ahead. Who are your key stakeholders and where is your market intelligence coming from? Then, in a workshop we help you and your contributors explore product-market combinations from every possible angle to get the insights you need.

Dashboard to Automate Your Analysis

With everyone's input aligned, our clear dashboard will immediately show you how everyone can pull in the same direction. Using the best of proven models and insights, our digital platform clearly demonstrates opportunities and sweet spots. Giving you the insights you need to optimize the product roadmap, marketing mix, and sales activities.



[Book a consultation](#)

Empowering you to find and use your market-fit



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