

# ORGANIC GROWTH DISCIPLINES

Healthy companies continue to find ways to grow organically. Dr Sudharshan provides a thoughtful framework for thinking about organic growth and the strategic decisions required to achieve it.

Paul Rooke, Former Chairman and CEO,  
Lexmark International, Inc

[A] very timely book at a time when the economy is growing slowly and the organic growth commands a higher premium over mergers and synergy. I congratulate Professor Sudharshan for suggesting, in very practical ways, how a company can grow organically at each step of the value creation process from knowledge to technology to building blocks to offerings in the market place.

Jagdish N. Sheth, PhD,  
Charles H. Kellstadt Professor of Business,  
Goizueta Business School, Emory University

Organic growth strategies are fundamental in building successful and sustainable enterprises. Dr Sudharshan provides a practical framework for growing organically. A must read for leaders interested in building companies with steady and sustainable growth.

Mahendran Naidu, President and CEO, IKIO,  
Chief Operating Officer, Institute for Lean Systems

This book can be a very useful resource for organizations pursuing organic growth strategies. The framework provided in the book can be handy for business leaders in their strategic planning process. The book can help managers in setting goals of organic growth, generating alternatives to achieve them and select the best one among them. It provides interesting insights about how organizations compete, innovate, develop products and eventually create value for customers. Overall, it provides insightful perspectives on various disciplines for growing organically.

Anand Kumar Jaiswal, Associate Professor,  
Indian Institute of Management, Ahmedabad

Whereas growth is a key strategic goal for most firms, organic growth is a key indicator of the health and sustainability of the firm. Despite the wide recognition of the critical importance of growth for firms, managers and scholars alike too often rely on simplistic heuristics and oversimplified theories. In a really accessible way, Sudharshan is bringing back in a novel framework the complex nature of corporate strategy growth by drawing on a set of six scientifically validated organic growth disciplines, which together provide the basis for a roadmap for innovative growth strategies.

Professor Dr Olivier Furrer, Chair of Marketing,  
University of Fribourg, Switzerland

# **ORGANIC GROWTH DISCIPLINES: A STRATEGIC FRAMEWORK FOR IMAGINING BUSINESS GROWTH OPPORTUNITIES**

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# Table of Contents

List of Figures	<i>vii</i>
Acknowledgments	<i>xi</i>
<b>Chapter 1 Introduction to OGD</b>	<i>1</i>
<b>Chapter 2 Knowledge Discipline</b>	<i>9</i>
<b>Chapter 3 Technology Discipline</b>	<i>19</i>
<b>Chapter 4 Need Discipline</b>	<i>37</i>
<b>Chapter 5 Customer Discipline</b>	<i>57</i>
<b>Chapter 6 Pricing Discipline</b>	<i>85</i>
<b>Chapter 7 Leveraging</b>	<i>99</i>
<b>Chapter 8 Acceleration</b>	<i>131</i>
References	<i>173</i>
Index	<i>183</i>

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# List of Figures

## Chapter 1

Figure 1.1	Ansoff Matrix. . . . .	2
Figure 1.2	A Stylized View of the Value Creation Process: Hierarchy of Knowledge – Product Market Development . . . . .	3
Figure 1.3	From Knowledge to Product Markets: ipCG- Dyson Example . . . . .	4

## Chapter 3

Figure 3.1	Flavr Savr2 Tomato Development: Five Level Hierarchy Diagram . . . . .	22
Figure 3.2	Gartner Hype Cycle for Emerging Technologies. . .	25
Figure 3.3	Norwegian Gas Technologies → Market Map . . .	27
Figure 3.4	Norwegian Gas Processing Technologies Taxonomy Map . . . . .	28
Figure 3.5	Norwegian Gas Technology Intention Map . . . . .	29
Figure 3.6	Norwegian Gas Overall Technology Strategy Map	30

## Chapter 4

Figure 4.1	Technology Imitation Versus Leapfrogging in Response to Advancement by Competitor . . . . .	53
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## Chapter 5

Figure 5.1	Map of the US Midwest . . . . .	62
Figure 5.2	Chasm Group's Pictorial View of Ideal Customer.	63
Figure 5.3	Customer Decision Journey Flowchart . . . . .	66
Figure 5.4	Rail Europe: Map of Customer Touchpoints . . . .	67
Figure 5.5	Rail Europe Experience Map . . . . .	67
Figure 5.6	IdeaRocket Customer Journey Map (Nasoi, 2017)	68
Figure 5.7	The OCC Framework . . . . .	76

Figure 5.8	Belief-Goals-Expectations-Predictions-Behavior Model . . . . .	77
Figure 5.9	Affect Computation. . . . .	78
Figure 5.10	3D Object Printing from Thoughts at Thinker Thing, a Start-up Based in Santiago, Chile (Copyright: Nisha Ligon). . . . .	82
Figure 5.11	A Tiny Object Based on a Human's Thoughts (Copyright: Thinker Thing): Claimed to Be World's First Such Object . . . . .	82
 <b>Chapter 6</b>		
Figure 6.1	Comparative Chart of Fechner's Law $k$ Values for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	87
Figure 6.2	Three Internet Refrigerators . . . . .	91
Figure 6.3	GE Kitchen Tablet . . . . .	92
Figure A1	Fechner's Law Application for VW Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	93
Figure A2	Fechner's Law Application for Chevrolet Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	94
Figure A3	Fechner's Law Application for BMW Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	94
Figure A4	Fechner's Law Application for Toyota Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	95
Figure A5	Fechner's Law Application for Honda Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	95
Figure A6	Fechner's Law Application for Nissan Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	96
Figure A7	Fechner's Law Application for Tesla Cars for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	96
Figure A8	Fechner's Law Application for BMW SUVs for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	97

Figure A9	Fechner's Law Application for iPhones for a Product Line of Length $n[k = (\text{Price of highest product}/\text{Price of lowest product})^{1/(n-1)}]$ . . . . .	97
<b>Chapter 7</b>		
Figure 7.1	Chesbrough's Open Innovation Paradigm . . . . .	105
Figure 7.2	Specialization of Countries in Specific Technologies . . . . .	106
Figure 7.3	Illustrative Example of Visual Patent to Product Mapping for Dyson. . . . .	111
Figure 7.4	System of Systems Example . . . . .	116
Figure 7.5	Stages of Machine Involvement in Performing Actions . . . . .	122
Figure 7.6	How a Blockchain Works . . . . .	124
Figure 7.7	Industry by Industry Value of Implementing Blockchain . . . . .	127
<b>Chapter 8</b>		
Figure 8.1	Sustainability Over Years. . . . .	132
Figure 8.2	Probability of Transition from H to H, M, L (Based on Revenue), and B by Observation Window Length. . . . .	133
Figure 8.3	Probability of Transition from M to H, M, L (Based on Revenue), and B by Observation Window Length . . . . .	134
Figure 8.4	Probability of Transition from L to H, M, L (Based on Revenue), and B by Observation Window Length. . . . .	134
Figure 8.5	Stylized Model of Product Life Cycle . . . . .	135
Figure 8.6	ROA, ROS, ROE Plotted Against Growth Rate . . . . .	144
Figure 8.7	Sweet Spot for Growth . . . . .	145
Figure 8.8	Step by Step Calculation of Relative Value of Growth (RVG). . . . .	146
Figure 8.9	<i>Fortune</i> 500 Overlap 1955 and 2017 . . . . .	149
Figure 8.10	Zappos 10 Core Values . . . . .	165
Figure 8.11	Megatrends by Substantive Areas . . . . .	166
Figure 8.12	Megatrends by Direction of Change . . . . .	167
Figure 8.13	Megacities 2025 . . . . .	168
Figure 8.14	A Vertical City: Singapore . . . . .	169

*x List of Figures*

Figure 8.15	Example of Vertical Farming in Abandoned Shipping Containers . . . . .	170
Figure 8.16	Fundamental OGD Steps Summary by Disciplines and Their Elements . . . . .	171
Figure 8.17	OGD Strategy Roadmap . . . . .	171

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**D. Sudharshan**  
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