



THRIVECAST

PROGRAMS

1. Foundations

Groups

2. Scaling

Groups

BEGINNING

July 2022



Teaching on the *Prototype Components* *Model for Growth*

Quarterly Podcast Teaching

with Jason Blumer

PRO-TO-TYPE

/'prōedə,tīp/

**Let's Look at the
Balance & Orders of the
*Prototype Components
Model for Growth***

Two Sides of the Prototype: Market & Service



Market components are generally *not controllable* aspects of the prototype.

They are:

- *Informing*
- *Leading*

Service components are generally *controllable* aspects of the prototype.

They are:

- *Observing*
- *Responsive*

Two Sides of the Prototype: Market & Service



Market components

Informing



Leading



Service components

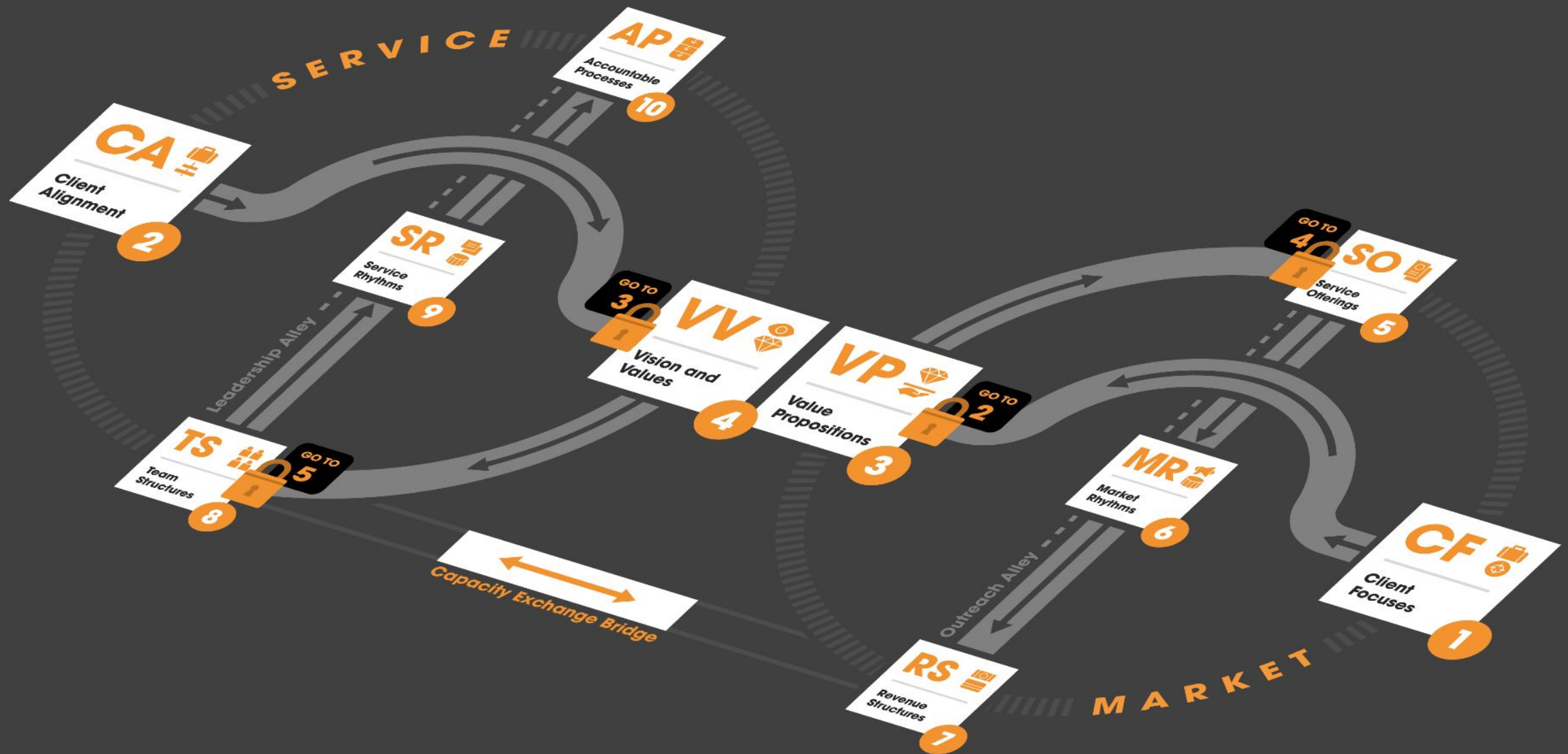
Observing

Responsive

Successful firms take risks to narrow in a way that they can see patterns that guide their 'informing behavior.'

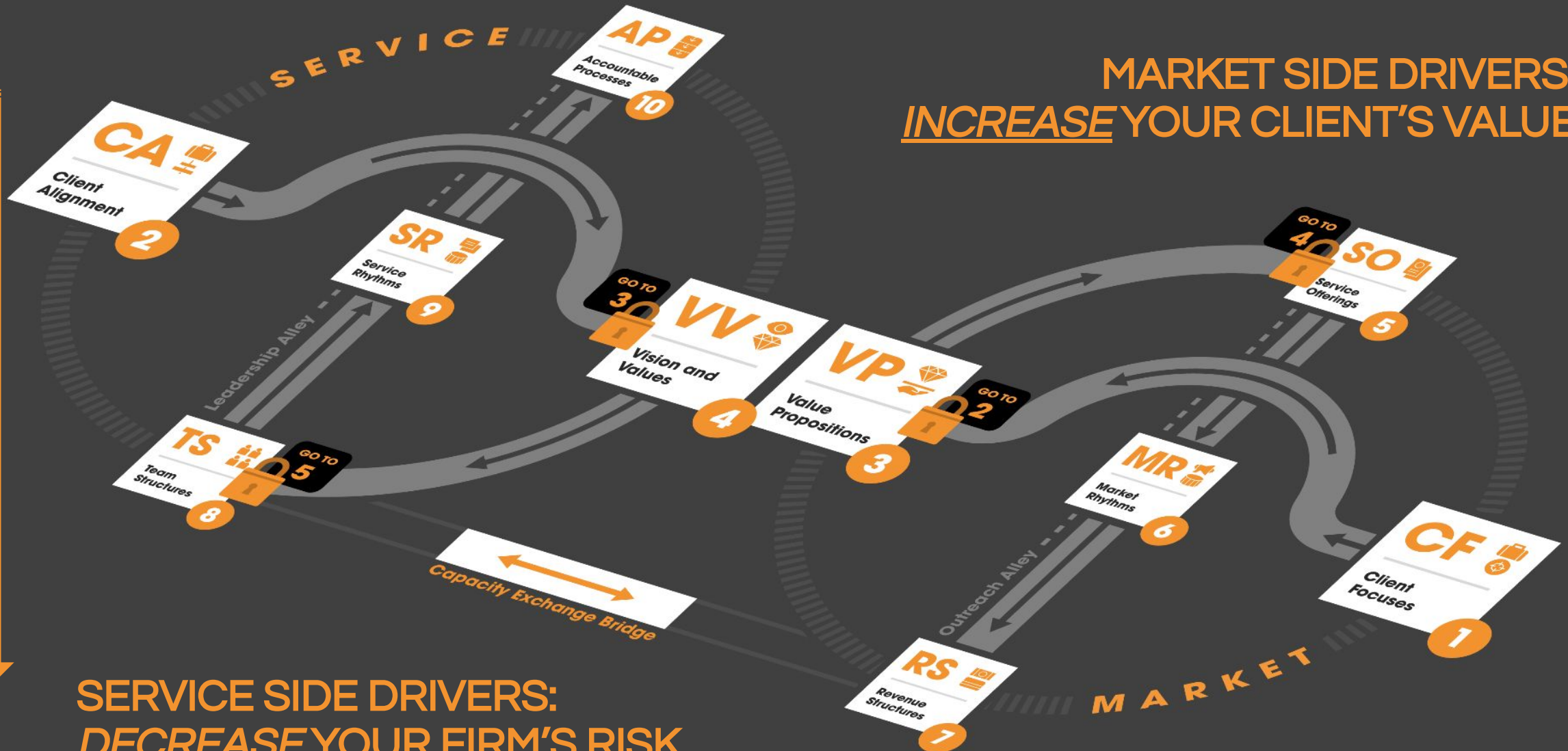
Successful firms take risks to test a market's adaptations with new service offerings that teach them their place.

THE ORDER IS THE ART OF BALANCING THE PROTOTYPE BETWEEN SERVICE AND MARKET AND ASSESSING MIS-ORDERED BUILDING OF A SERVICE FIRM



THE DRIVERS ARE THE GLOBAL OVERALL GOALS OF EACH SIDE OF A BALANCED PROTOTYPE COMPONENTS MODEL

MARKET SIDE DRIVERS:
INCREASE YOUR CLIENT'S VALUE



SERVICE SIDE DRIVERS:
DECREASE YOUR FIRM'S RISK

Questions to Help with Your Drivers



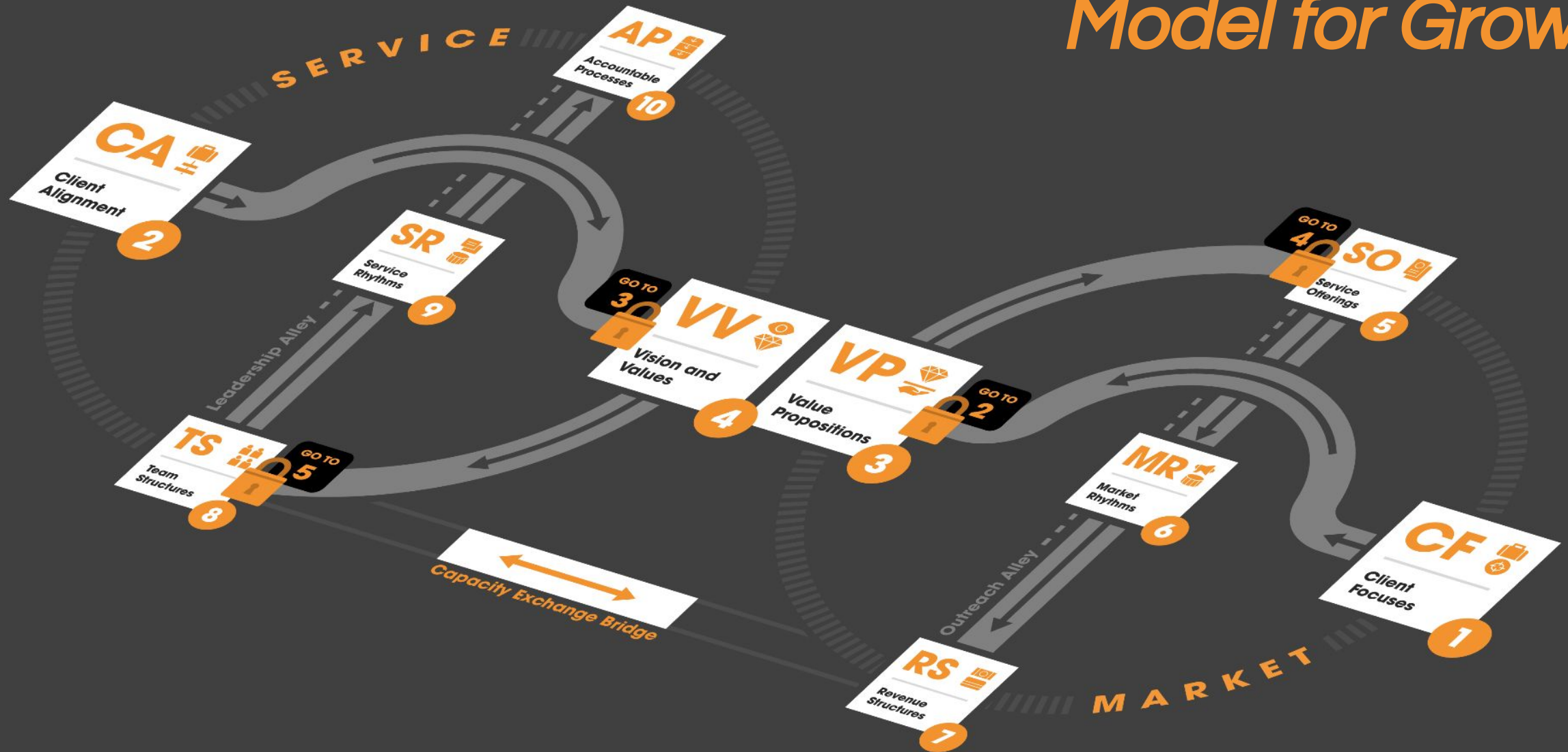
SERVICE SIDE DRIVER: *DECREASE YOUR FIRM'S RISK*

- What service model are we 'putting up with' or 'doing it like we've always done it' that has inherent embedded unnecessary risk in our company?
- What would happen if our team operated without us/me on a short-term basis?
- What is our methodology for client problem diagnosis?
- Where are we/me in the way of our firm operating efficiently?

MARKET SIDE DRIVER: *INCREASE YOUR CLIENT'S VALUE*

- What has our team been hearing about requests for service being made by our clients?
- How might we/me be catering to our clients by offering too many services to too many clients?
- What new services do our clients need that we have not yet created or sold?
- How well does our revenue fund our investments in leadership and innovation?

Prototype Components Model for Growth





- 👉 Growth is an ongoing, systematic truthful look at the entrepreneur seeking to scale their business, and may involve structuring, restructuring, changing, assessing, and analyzing risks necessary to create a sustainable and valuable business.

This is the Prototype system!



THRIVECAST

**THANK
YOU**