



## *Insight*

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### **Growth Strategy, Unlocking the Secret of Increasing Returns**

By Brian Graves and Bob Hall

*How Do Successful Leaders Successfully Grow Their Businesses Regardless of Size?* They start by actively managing creativity and innovation and end by constantly measuring their opportunities with long term metrics which go far beyond the traditional tools of payback period, breakeven, hurdle rates, and strategic intent.

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**About the authors:** Brian Graves and Bob Hall are Managing Directors at Management Consulting Associates, a Strategy Consulting firm based out of suburban Chicago. Both Brian and Bob were executives at a leading Strategy Consulting Firm and have advised a variety of executives on Strategic issues to improve the wealth creation capability of their businesses. For additional insights visit [www.managementconsultingassociates.com](http://www.managementconsultingassociates.com)