



## **Organizational ReWilding – Executive Overview**

The ReWild Group is on a mission to **multiply the number of exceptional businesses globally.**

We believe that work is a fundamental part of human existence, and that much of who we are is impacted by the work we do. When a person is part of an exceptional workplace, they can apply their natural talents, grow as an individual, and develop new skills. This person returns to home and society as the best version of themselves.

As we multiply the number of exceptional businesses, the impact reverberates throughout our homes, our communities, and our nations

We provide tools and resources for business leaders that help them successfully navigate the seven stages of growth.

*The outdated “problem solving” approach of isolating one problem and attempting to fix it does not address the underlying issues. What businesses need is a methodology that clearly identifies and addresses the root causes behind these barriers to growth. The solution is Organizational ReWilding.*

### **What is Organizational ReWilding®?**

In mid-1990s, Yellowstone National Park’s ecosystem was failing. This historic national park was on the verge of becoming a high-plains desert. Park Rangers and Scientists knew something had to be done. They decided on a scientific approach called rewilding, which restores an ecosystem’s natural balance and wildness through the introduction of a missing element.

They took one simple action: *they introduced packs of grey wolves*, a species that had been absent from the park for over 70 years. This one change set off a “trophic cascade,” a ripple effect that reverberated throughout the animal species and plant life.

Remarkably, the introduction of the wolves even changed the park's physical geography by impacting how the streams and rivers flowed.

**Organizational ReWilding®** is a business growth methodology that recognizes six powerful parallels between what was observed in Yellowstone’s transformation and what we have discovered about human organizations in our past three decades of research and observation of small and midsize businesses.

Organizational ReWilding® identifies the key systemic elements missing in a business – like the grey wolves in Yellowstone – and infuses the elements into the organization’s ecosystem. It is through the implementation of the missing elements that the business’ ecosystem achieves resilience, vitality, and dynamic order. The result is an Exceptional Business – one that is high-functioning and highly profitable.

The foundations of The ReWild Group stretch back across 30 years of research and observation of small and mid-size businesses. The goal of the research was to understand what made companies grow, shrink, succeed, and fail. Our quest led us to interact with more than 1,300 businesses in dozens of industries.

As we studied these companies, we saw distinct, identifiable, and predictable patterns that directly impacted a company’s ability to sustain growth. These observations fueled the creation of The Seven Stages of Growth - a methodology that recognized that every company goes through seven distinct stages of growth based on the complexity of the organization.

In 2017, The ReWild Group initiated the first major update to the now time-tested Seven Stages of Growth methodology. The goal was to provide a more comprehensive framework while extending the Seven Stages of Growth methodology so it would diagnose, prescribe, and predict the key elements missing in a business’s ecosystem. Furthermore, the new methodology would provide tangible solutions to the issues identified.



In 2018, Organizational ReWilding® was officially launched. This new methodology expands on the “Classic” Seven Stages of Growth by incorporating refinements to the original methodology and providing specific solutions.

Business leaders can now work with our Network of Advisers and Instructors who use Organizational ReWilding® to identify the missing elements in your business – like the grey wolves in Yellowstone – and help infuse these elements to grow a more exceptional business.

## The Elements Wheel



Just as there are key elements that make up a healthy ecosystem, there are 11 components that make up an exceptional business.

The Elements Wheel tool provides a snapshot of each of those 11 elements, giving you valuable insight into:

- the characteristics are of each element.
- common symptoms that occur when an element is missing or weak.
- comparison to how other business leaders experience the same challenges.

Discover what elements might be missing in your business and take the first step towards ReWilding your organization.

## The Management Wheel

Our most recent research shows that a Strong Management Team is missing from 95%+ businesses with more than 35 employees.

The Management Wheel organizes the four areas a manager must successfully manage. Get a copy of this tool that will transform the way you understand management.

The ReWild Exceptional Manager Program builds a strong, cohesive and effective leadership team.



## **Playing by the (Changing) Rules**

The Stages of Growth methodology uniquely identifies the “rules of the game” that business owners and leaders must navigate to achieve sustainable growth. The reason growth is so difficult is that the rules change as you add more people to the organization, increasing the organization’s complexity.

This is why it seems like what used to work no longer does; the rules have changed.

Through the Stages of Growth methodology, we unlock the secrets of business growth by illuminating the role that the single human being plays in determining the stages of complexity and identifying the key dimensions that impact the rules of the game.

## **The 7 Stages of Growth**

**STAGE 1 - START-UP: 1 - 10 EMPLOYEES**

**STAGE 2 - RAMP-UP: 11 - 19 EMPLOYEES**

**STAGE 3 - DELEGATION: 20 - 34 EMPLOYEES**

**STAGE 4 - PROFESSIONAL: 35 - 57 EMPLOYEES**

**STAGE 5 - INTEGRATION: 58 - 95 EMPLOYEES**

**STAGE 6 - STRATEGIC: 96 - 160 EMPLOYEES**

**STAGE 7 - VISIONARY: 161 - 350 EMPLOYEES**

## **Benefits to Understanding the Stages of Growth**

As a business leader, when you understand **The Stages of Growth**, you will be better able to:

- Communicate clearly with your team about the rules of your organization’s current stage
- Diagnose and identify solutions to the issues your organization faces
- Enable your organization to become “unstuck” or to successfully handle rapid growth
- Understand your impact as a leader on your company's performance
- Direct the forces that drive your company's profitability

## A Unique, Comprehensive Business Assessment

The ReWild Business Assessment (RBA) is an incredibly powerful diagnostic tool, using the input of the business leaders the unique and highly insightful ReWild algorithm and the expertise of the Advisors to pinpoint issues and missing Key Systemic Elements of the company's ecosystem.

At this point the certified advisor uses the Organizational ReWilding Methodology and its prescriptive tools to aid the business leaders in infusing these elements through configurable advisory packages.



## **The Elements of an Exceptional Business:**

BRAND & CORE VALUES

BUSINESS DEVELOPMENT STRUCTURE

BUSINESS GROWTH FRAMEWORK

BUSINESS MODEL

INTERDEPARTMENTAL PLANNING

KEY PERFORMANCE INDICATORS

MASTER PROCESSES

MEETING STRUCTURE

ONE-TO-ONE PROCESS

ORGANIZATIONAL STRUCTURE

STRONG MANAGEMENT TEAM

## **How to ReWild Your Company**

The Stages of Growth are foundational to the Organizational ReWilding process. As a business leader, you can tap into the power of the methodology in one of two ways:

1. Work with one of our [Certified ReWilders](#) to guide your business through the stages and infuse the missing Key Systemic Elements.
2. Educate yourself on the Stages of Growth by accessing the Stages of Growth series online.