

6 Action Steps – From North Star to Strategy

Your North Star sets direction. Now, capture the first 3 actions you'll take when you get back:

1 _____

2 _____

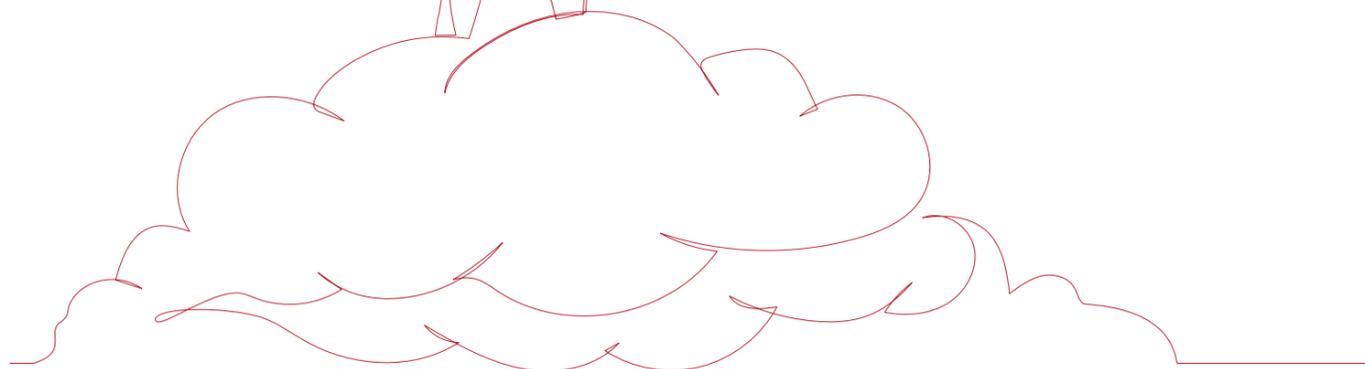
3 _____

Scan Here to Download the Playbook

Want to go deeper? Get Red Caffeine's Growth Playbook for Mid-Market Manufacturers.

Mid-sized companies across industries are facing a convergence of pressure: evolving buyer expectations, workforce transitions, tightening margins, and increased competition from both global players and digital-first disruptors.

This playbook outlines five strategic moves that help organizations evolve from operational strength to **brand-powered, tech-enabled, revenue-generating growth.**



Book a Growth Strategy Session at RedCaffeine.com

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Visioning Success: Turning Ambition into a Scalable Growth Strategy

FABTECH 2025 Workbook



1 Why Vision Matters

Prompt: What external challenges are pulling your attention away from long-term growth?

- Tariffs & Trade Policies
- Supply Chain Disruptions
- Workforce Shortages & Skills Gap
- Technology Disruption (AI, Automation)
- Consolidation & Competitive Pressures
- Customer Expectations Are Changing

Write down the top 2 that hit your business hardest:

1 _____

2 _____

2 What Does Success Look Like?

A vision is a destination, not just a plan. Success in manufacturing might include:

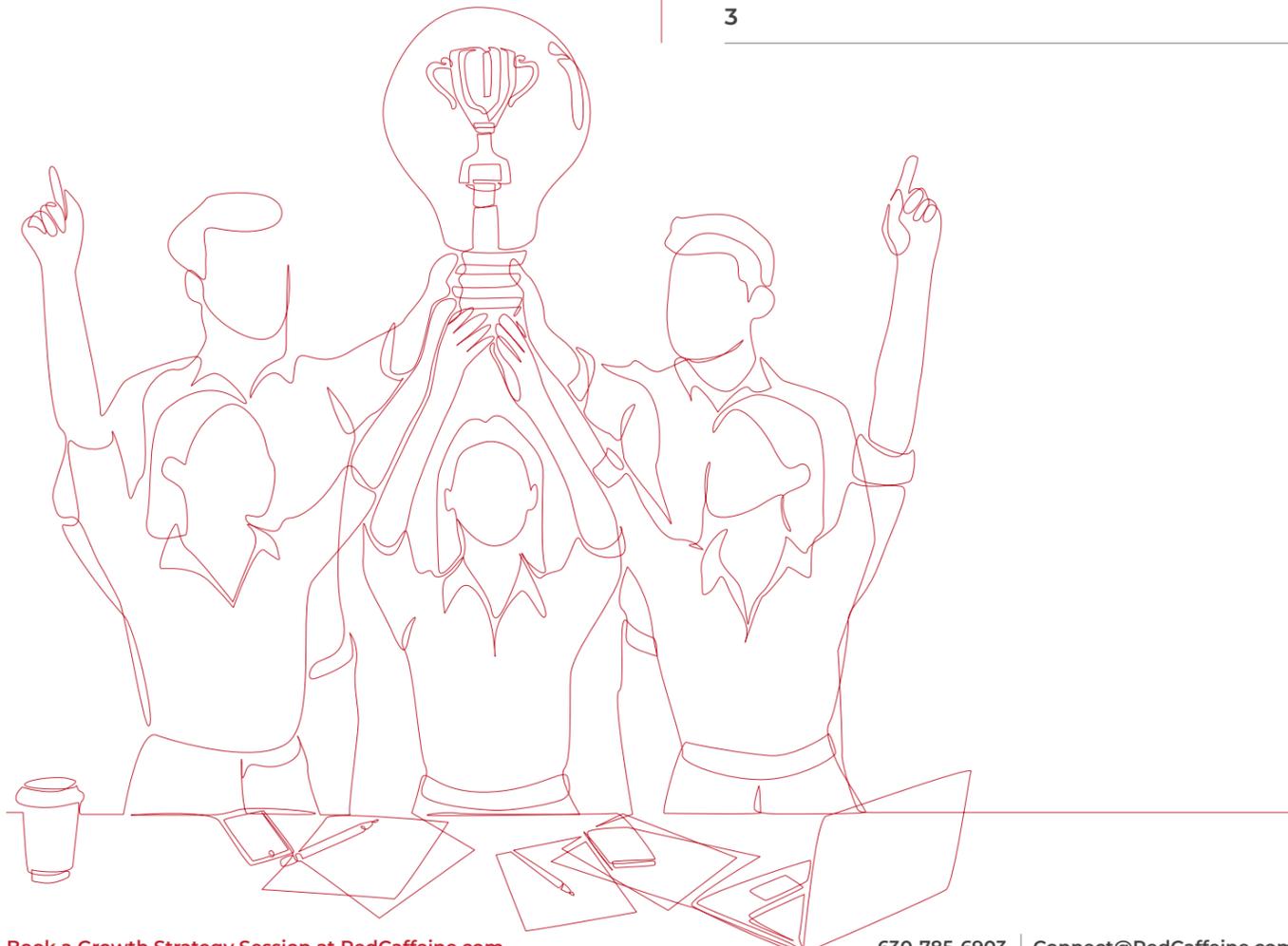
- Sales Growth
- Market Expansion
- Talent Pipeline & Culture
- Customer Experience
- Digital Transformation
- Community Impact
- Circle Your Top 2-3 Priorities for Success Over The Next 3 Years.

My top business success factors:

1 _____

2 _____

3 _____



3 Barriers to Growth – The Fishbone Exercise

Behind every problem is a system of causes. Use the fishbone model to dig deeper.

Choose one barrier you face today: Example: Can't break into new markets, declining profitability, and turnover issues.

Barrier: _____

Now, Brainstorm Root Causes:

People: _____

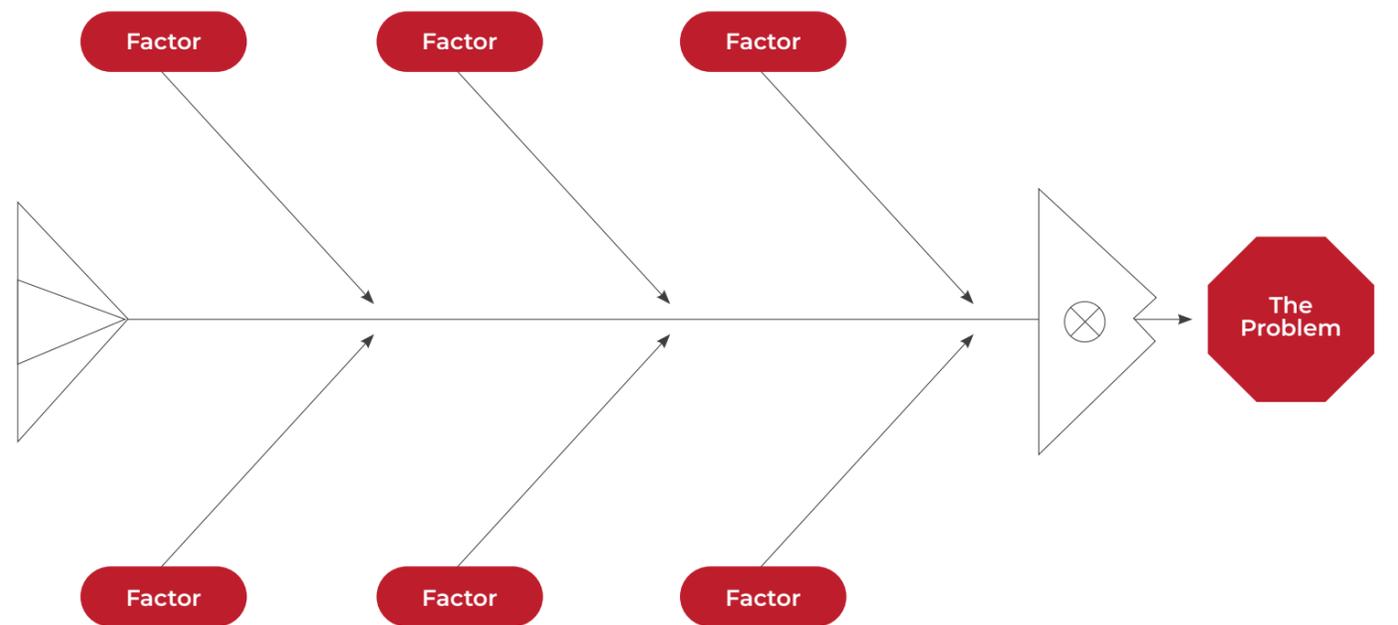
Processes: _____

Materials: _____

Machines: _____

Measurements: _____

Environment: _____



4 Where Is Your Opportunity for Growth?

Growth can take many forms.

Which growth lane(s) are most relevant for your company?

- New Products / Services
- Partnerships
- Market Share
- Human Capital
- Acquisition
- Technology
- Geography
- New Markets
- Channels