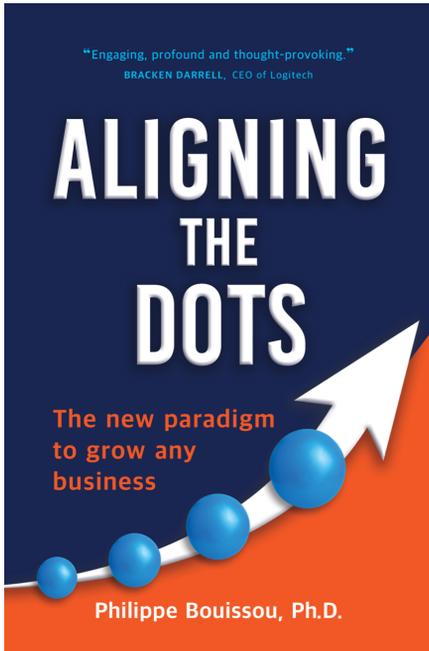


BOOK ONE-SHEET



ALIGNING THE DOTS

The new paradigm to grow any business

Business leaders are driven to grow their business faster and outpace their competition. Despite thousands of business books, there has not been a consistent methodology on which they can rely to generate real and sustainable revenue growth and they continue to struggle with a fundamental question: What do I do on Monday morning at 8 o'clock to grow my unique business? *Aligning the Dots* provides a clear answer to that deceptively simple question.

The book introduces a new methodology to cut the Gordian growth knot and deliver sustained growth. It reveals a universal, data-driven and prescriptive methodology, called A4 Precision Alignment™, designed to accelerate any business. It is based on the profound insight that maximum revenue growth can only be achieved when a business and its target market are perfectly aligned. The book describes how measurements of alignment form the base for the development of a *Growth Playbook*, which will guide any business to outperform its target market and fly past its competitors.

Title: Aligning the Dots: The new paradigm to grow any business
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Selling points

- New and unique paradigm to solve the growth challenge
- Dramatic results: average of +38.7% revenue growth uplift
- Written by a someone who has faced and successfully dealt with the challenge of growth over decades

Endorsement

"In his smart, new book—*Aligning the Dots*—business growth expert Philippe Bouissou presents a simple, but powerful frame-work for building alignment along four critical business axes. No matter what size your business or what industry you're in, *Aligning the Dots* is the playbook you need to spark revenue growth right now—and well into the future."

—Peter Economy

The Leadership Guy, *Inc. Magazine*

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About the Author

Entrepreneur, CEO, venture capitalist, board member, Bouissou has spent 30 years in Silicon Valley running and growing businesses. He co-founded and is managing Blue Dots Partners LLC, an advisory firm focused on revenue growth for companies or business units with revenues between \$10 million and \$1 billion.