Post Launch Phase

Execute on your Strategy and Planning	**The team: how to work in a cross-functional team + Focus on People**
Money: Cashflow Management	**Focus on Communication and be open for change**
Business Growth (Marketing, Sales, Partnerships, etc,)	**Data: How to gather meaningful data**
Metrics and Reporting	**Special Projects and/or Programs**

Remain faithful to your Strategy

Execute on your Strategy and Planning

- You need to follow your strategic plan

- You need to have a good control over your business model

- Do not be distracted by external factors which are not part of your strategy

Take care of your Team

The team: how to work in a cross-functional team + Focus on People

- Recruit the right team members
- Reach out to advisors and other service providers
- You need to know how to work in cross-functional teams
- Have a great communication strategy

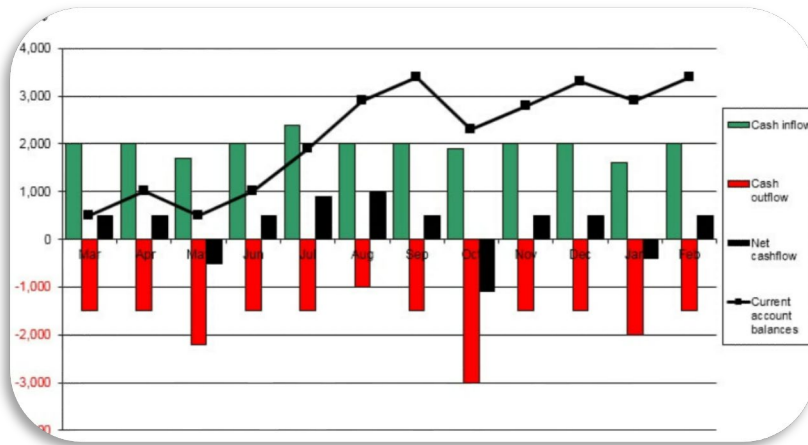# Communication: the gateway to success

Focus on Communication and be open for change

- Keep the communication flowing
- Inform your team about the successes, the challenges and the failures
- Allow your team members to express their opinion
- Show empathy and act on what you have agreed on with the team

Control your Cashflow

Money: Cashflow Management

- Stay in control of managing your money

- Have daily reconciliations

- Get periodic reports

- Understand your sales pipeline

- Have a good understanding of your payments schedule
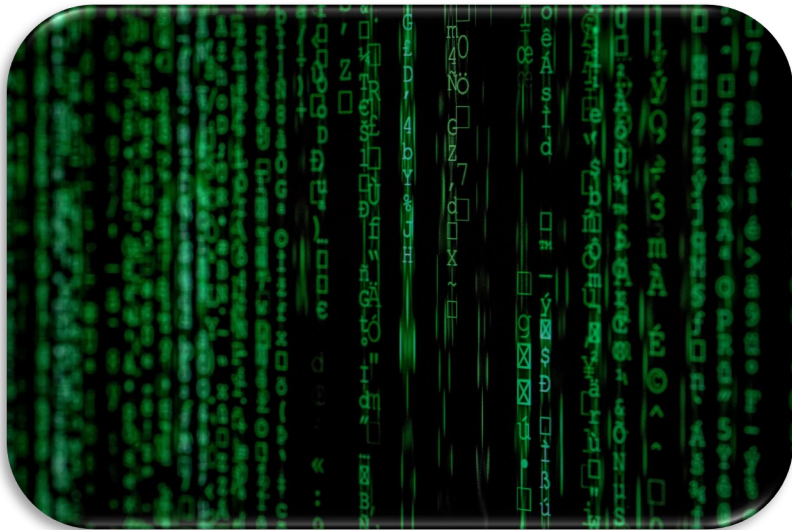
Business Growth: Marketing & Sales

Business Growth (Marketing, Sales, Partnerships, etc,)

- Execute the marketing plan which you have built in the pre-launch phase

- Digital marketing strategy & Online Presence

- Don't forget about the traditional marketing activities (Press, Magazines, Events, Sponsorships)

Data Management

Data: How to make gather meaningful data

- Gather as much data as you can

- Gather data about your clients, sales, inventory, etc.

- Build the capacity to analyze the data

- Adopt digital tools which will help you analyze all the data points

Analytics & Reporting

Metrics and Reporting

- Build a KPI (Key Performance Indicator) dashboard

- Use the right analytics tools

- Build daily, weekly, monthly and quarterly reports

- Analyze the data and transform it into an action plan

Special Projects

Special Projects and/or Programs

- Unique opportunities might arise
- You need to have a mechanism in place to evaluate these opportunities
- The exposure or the revenue might the driving your decision

THANK YOU!

Always remember to reach out to your Business Counselor at ISANS

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