Category

Strategy

Organic Growth Strategy & Core Business Expansion Playbook

Finding real growth inside the core business before reaching for M&A or new ventures

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for systematically identifying organic growth opportunities within the existing core business — market penetration, share gain, and capability leverage — before assuming growth requires acquisition or diversification.

Isn't organic growth just "sell more of what we already sell"?

It's more structured than that — this playbook breaks organic growth into distinct levers (penetration, share gain, capability leverage, pricing) that are each analyzed and pursued deliberately, rather than treating "organic growth" as one undifferentiated sales push.

When should a company look beyond organic growth to M&A or new

ventures? Once the organic growth levers in this playbook are genuinely exhausted or too slow relative to strategic ambition — this playbook is meant to be run first, so the case for M&A or diversification is made against a clear picture of organic potential, not assumed by default.

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