

# The Secrets to driving growth from Internal Alignment to Recurring Revenue

By David Smith, CEO of Tekscope Inc.

Business Strategy [www.startsimple.net](http://www.startsimple.net)

# How did we get there?

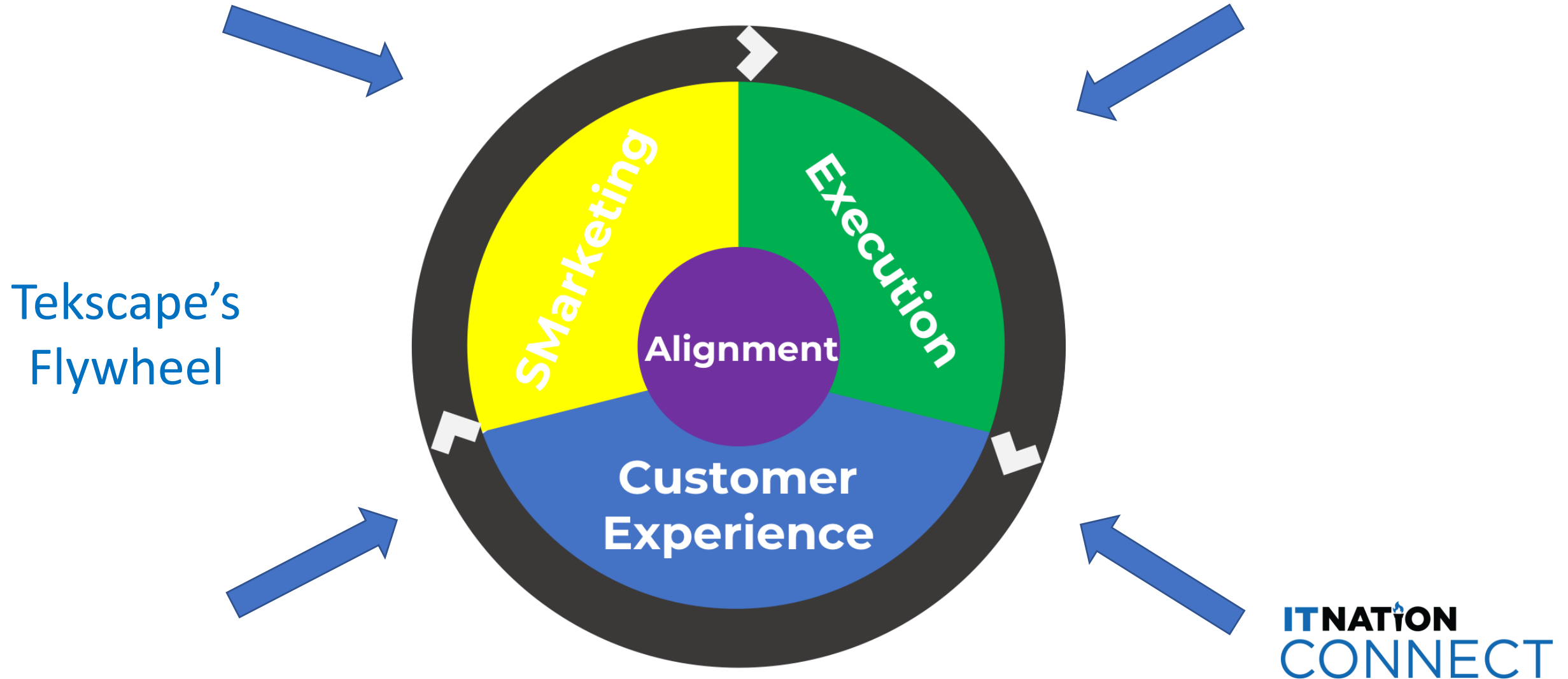
What you'll learn today!

Change in  
Strategy

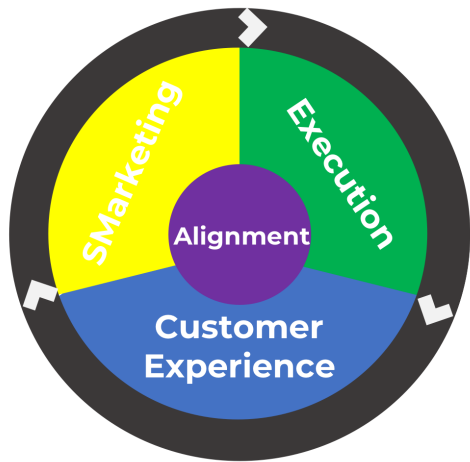
Business  
Tactics

Alignment

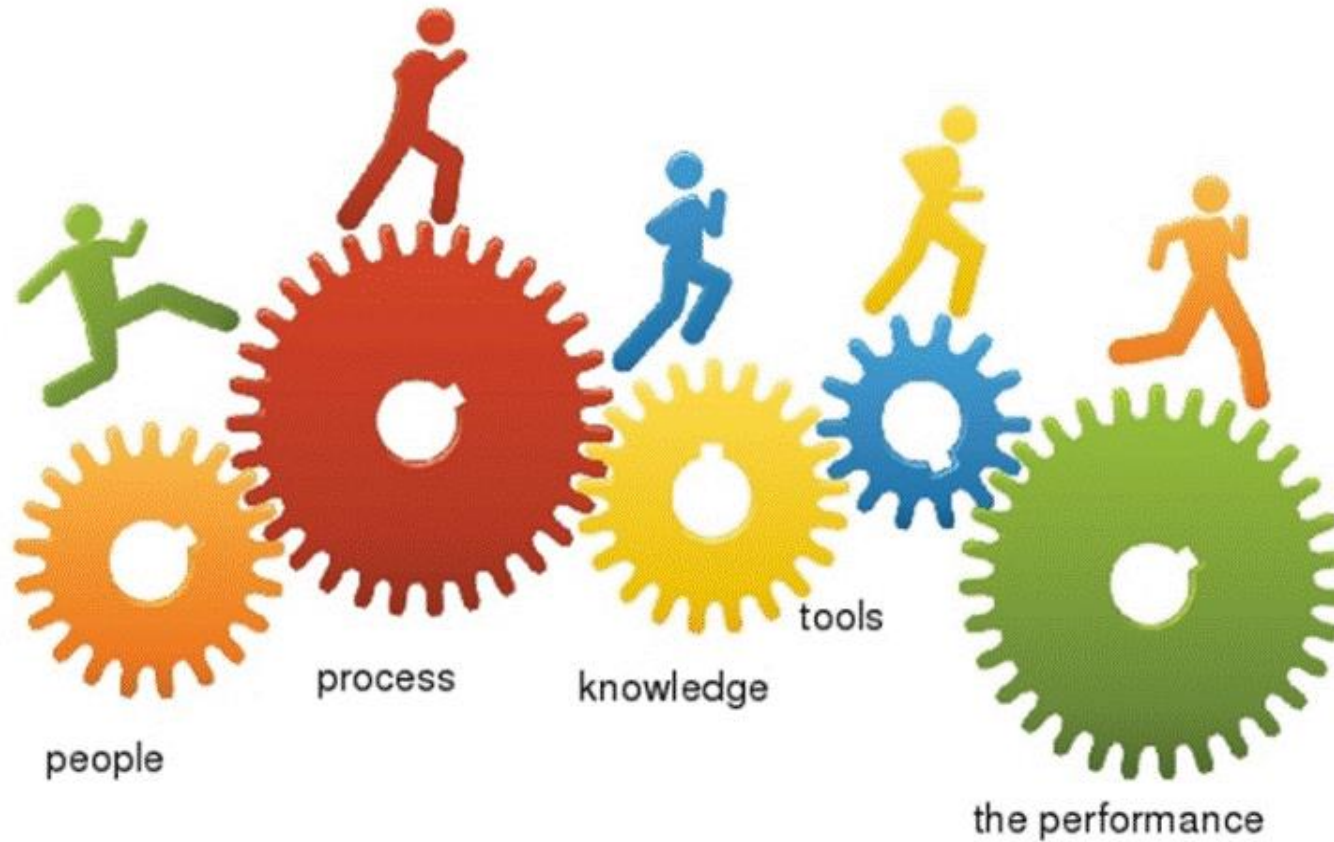
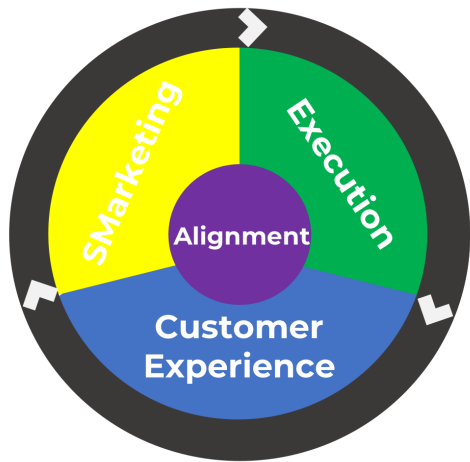
# Changing the Strategy



# SMarketing



# Execution - Operations

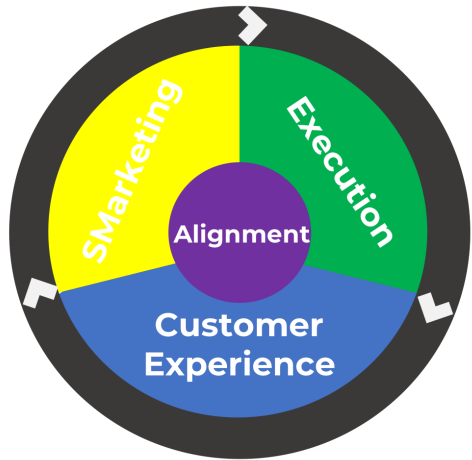


# Customer Experience

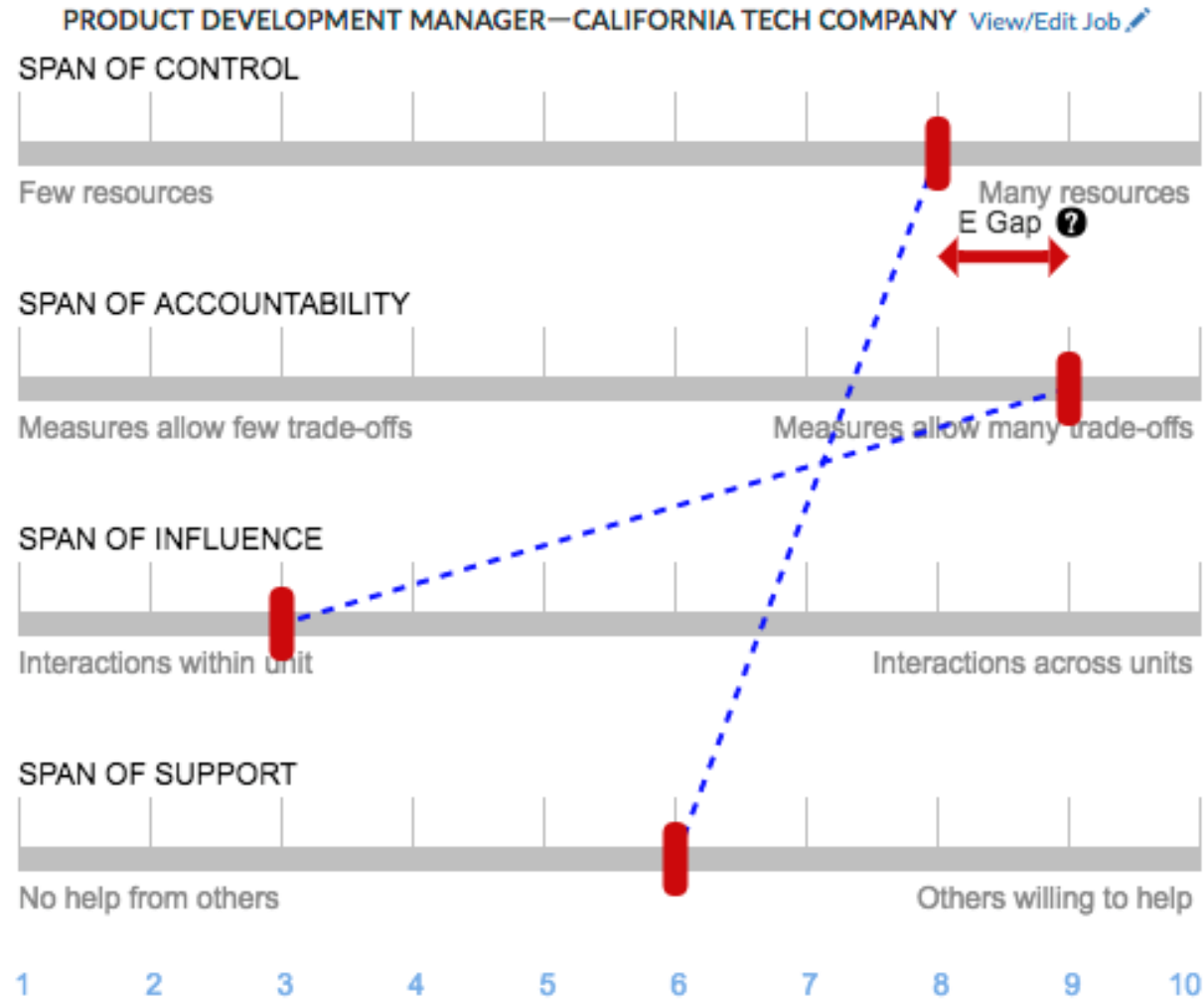
Changing the way customers interact with your business throughout the entire lifecycle



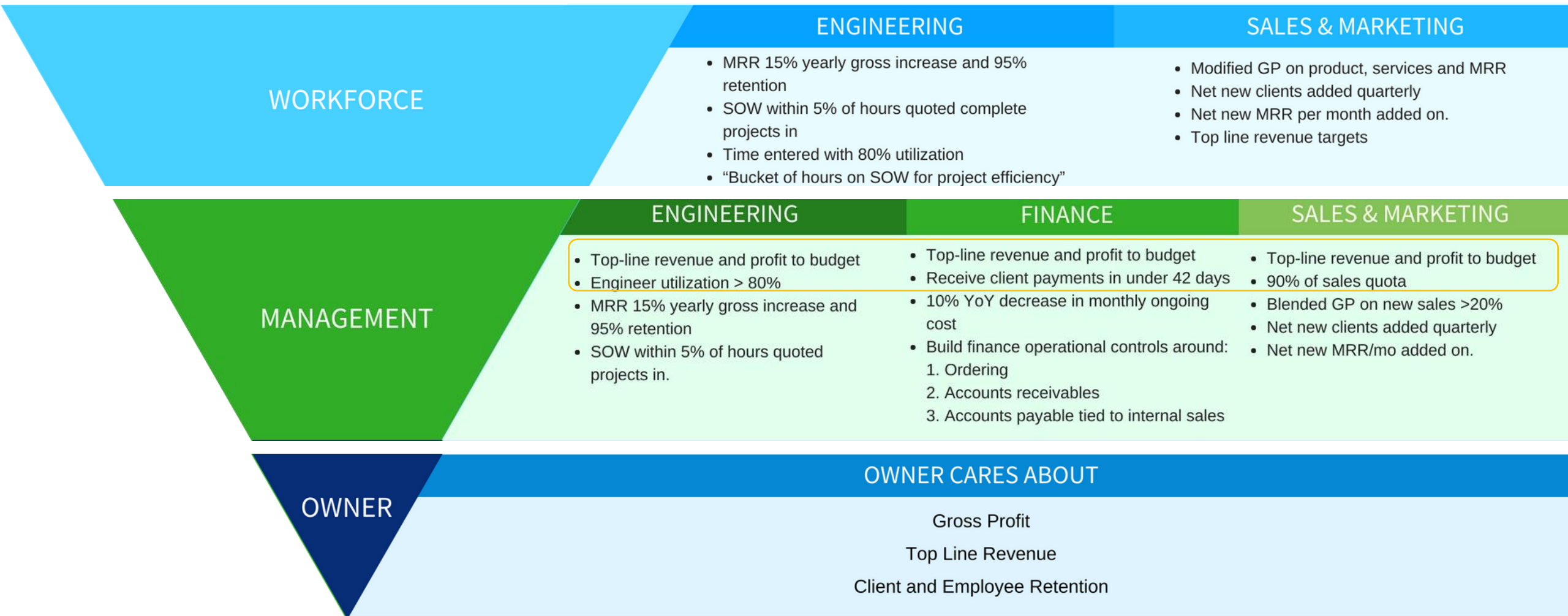
# Alignment



✓ This job is balanced. The sliders form an "X". [More...](#)

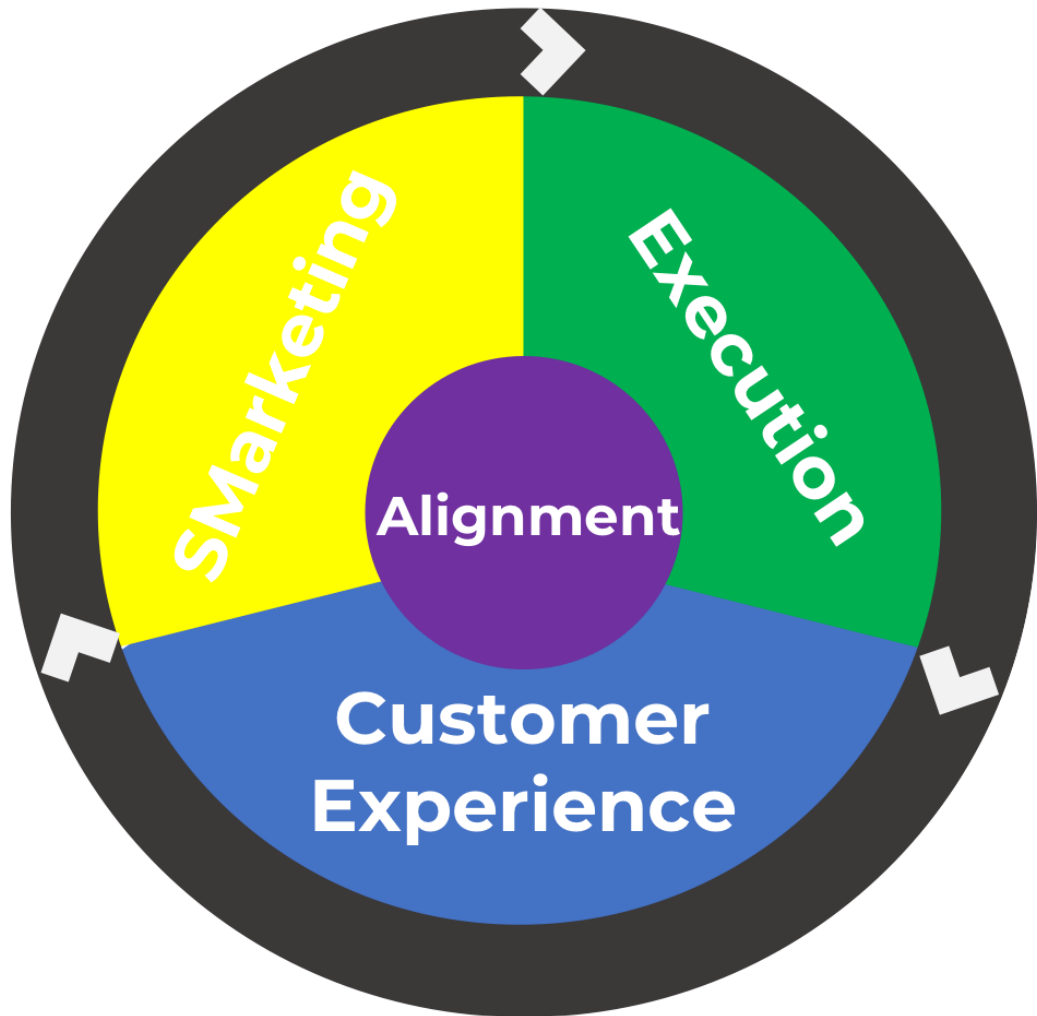


# Alignment





# Alignment



➔ **GROWTH**



David Smith

# Start Simple.

Do you need help shifting your  
business strategy?

Business Strategy workshops and consulting

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