



FLOWCODE

FINALLY, A TOOL TO HELP
YOU BUILD AND EXECUTE

GREAT STRATEGY »

a division of

RAIZCORP

»» We cannot guarantee your success, but we can put you on **the right playing field** and tip it in your favour.

★ *Flowcode is both a business scale-up methodology and business scale-up software that allows entrepreneurs to build their businesses in a way that makes scaling easy and coordinated, using a scale tool to support you on your own, at your own pace. It is the perfect tool and methodology for businesses that are scaling or those stuck in the "washing machine" of growth, collapse, growth, collapse.*

Who is Flowcode ideal for?



1

Businesses about to scale

2

Businesses in the high growth phase experiencing a little turbulence

3

Businesses in the "washing machine" who are growing and collapsing, growing and collapsing



The story of Flowcode

Between 2009 and 2012, Raizcorp grew by more than 300% on average per year. This extreme growth started to create massive strain on the business – and myself. Between 2012 and 2014, our profits began to

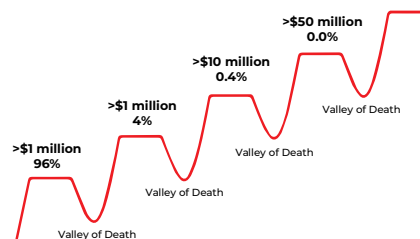
nosedive and our growth stalled completely. If things had carried on the way they were going, I wouldn't have had a business within one year. Something had to change.

I spent the next six months setting up meetings with every single entrepreneur I know who had scaled a business, and I obsessively read every book and watched every YouTube expert on the subject of scaling a business and business strategy. This crisis sparked an obsession in me to master the concept of strategy and scale as it relates to business. It's a journey I have been on ever since.

I filled six and a half Moleskine notebooks with notes, and attempted to distil all the wisdom and lessons I was exposed to into a framework and approach that would not only allow Raizcorp to start growing again but also ensure that it would not experience this “valley of death” in the future.

You see, this was the second time in our 14-year history, at the time, that this had happened. I had also seen the same scenario play out in

Raizcorp investee companies that were scaling and experiencing the valley of death. It was only when I came across Verne Harnish's book, *Mastering the Rockefeller Habits*, that I came to realise that 96% of businesses never pass the \$1 million annual turnover mark, 99.6% of businesses never surpass the \$10 million revenue mark and only 0.4% achieve revenues in excess of \$10 million. In essence, 99.6% of businesses die in the valley of death before they achieve \$10 million in revenue.



Source: *Scaling Up* by Verne Harnish (2014)

Flowcode was designed to provide the scaffolding needed for businesses to scale without falling into the all-too-common traps that business growth presents.

In 2015, we introduced the Flowcode methodology into Raizcorp and, in 2017, began introducing it into our investee companies. In 2019, we started codifying the methodology and approach into software and, in 2020, we released the software to our investee companies. In the last quarter of 2021, we released the software and approach to the market.

Since 2015, Raizcorp has more than tripled in size with relative ease and our investee companies have, on average, quadrupled in size without falling into the valley of death.

What is » Flowcode?

Flowcode is scale coaching



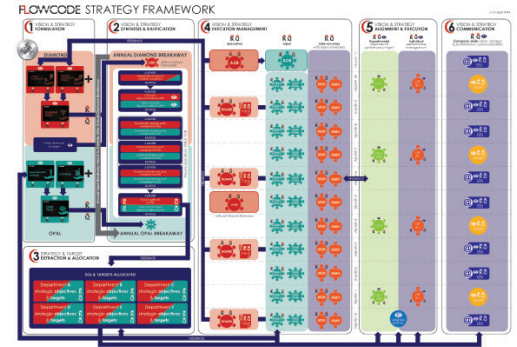
Flowcode methodology and software is supported by highly-trained scale coaches called Flowcoders. Flowcoders work with you or your team at your pace and intensity to support your Flowcode experience and ensure that you are "shepherded" through the strategy formulation.

Flowcoders are not only your shepherds, but also your accountability partners and thinking partners too.

Flowcode is software



Flowcode's software helps you to articulate your vision, create the strategy to achieve your vision and extract and document the actions needed to execute the strategy – all in a single place. It allows you to delegate actions to your management and other team members in a coordinated and managed way. Most importantly, it offers you control by allowing you to track the progress of your business and each team member towards executing your strategy.



Flowcode is a methodology

Flowcode methodology ensures your newly-created vision and strategy is broken down into each and every action you need to execute it. Flowcode methodology initially looks complex, but you soon realise how simple it actually is to use as a way to run and scale your business.

Flowcode is a business operating system



Flowcode is a business operating system that supports the day to day strategy (and operational) requirements of your business.

What » Flowcode is not

FLOWCODE IS NOT JUST AN OKR SYSTEM

1

Flowcode is not a simple OKR (objectives and key results) system. Flowcode supports your thinking process in determining the right strategy for your business before defining and allocating the objectives, projects, tasks and targets that result from your strategy.

FLOWCODE IS NOT JUST A DIAGNOSTICS TOOL

2

Flowcode is not a simple diagnostics tool that asks you for inputs and outputs graphs and spider graphs telling you what's missing. Flowcode does this, but more importantly, helps you develop the strategies to close the gaps that have been identified.

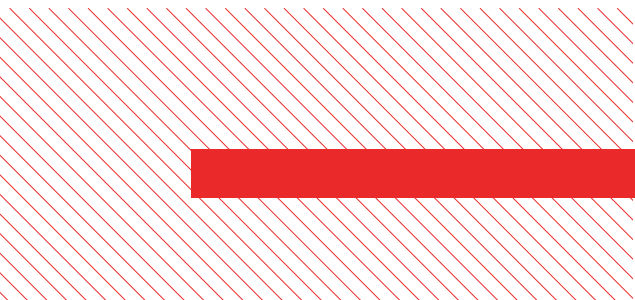
FLOWCODE IS NOT A PROGRAMME

3

Business is not simple and sequential. Every day, every week we are faced by new challenges and are gifted with new opportunities. Flowcode allows the business owner to develop strategies in a way that adapts to those challenges and opportunities as they occur. Flowcode is super flexible.



9 Problems Flowcode addresses



ONE

Poor strategic decision-making
by senior teams

TWO

Staff misalignment to the
business vision

THREE

Difficulty by the business to
execute on strategy

FOUR

High staff turnover

FIVE

Loss of continuity when a
staff member leaves

SIX

Constant client issues, losses
and complaints

SEVEN

Management focusing on the
wrong priorities

EIGHT

Management not following a
clear documented strategy

NINE

Team accountability

How Flowcode **works**



Strategy
FORMULATION

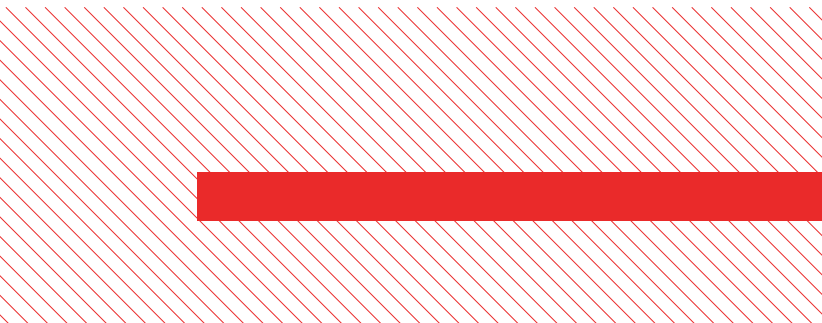


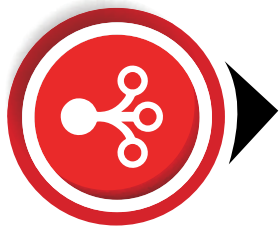
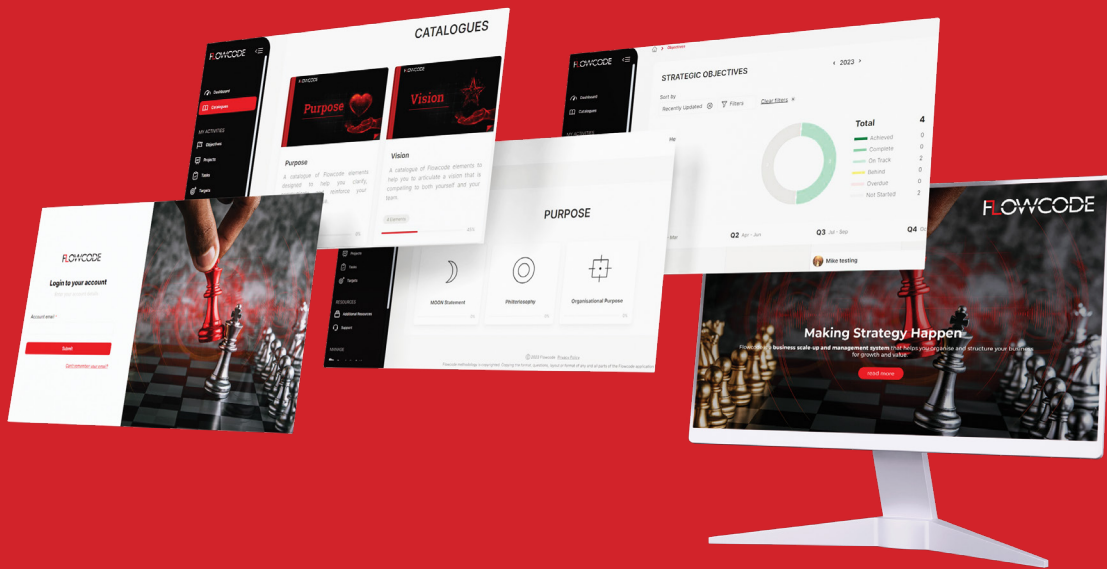
Strategy
SYNTHESIS



Strategy
EXTRACTION

Strategy **communication**





Strategy
ALLOCATION



Strategy
MANAGEMENT



Strategy
EXECUTION



Areas Flowcode supports



Strategy formulation

Step 1: Strategy formulation

Flowcode and your Flowcoder (your business scale coach) support you to formulate your organisational strategy in an easy, step-by-step way.

Step 2: Strategy synthesis

Flowcode methodology allows for your management team to contribute to the overall organisational strategy ensuring a more rigorous strategy and buy-in from the team.



Strategy execution

Step 3: Strategy extraction

Flowcode software supports you in the process of prioritising and sequencing the actions required to achieve your strategy.

Step 4: Strategy allocation

The software then supports you in the process of allocating all the actions to the teams and individuals in your organisation.

Step 5: Strategy management

The software provides you with powerful management tools to track the progress made on the actions you've allocated to each individual or department, allowing for a high level of control.



Strategy communication

Step 6: Strategy execution

The methodology allows you to include allocated actions into performance-management metrics which your organisation can use to incentivise good performance and disincentivise poor performance.

Flowcode supports a “communication-of-strategy process” to the entire organisation to create more understanding of your vision, purpose and strategy which results in a more aligned team who understands why they are doing what they are doing.

» 6 Major Benefits of Flowcode

1

It will support you to build a more efficient and effective business model that will generate far more profit.

2

It will assist you to improve your cashflow.

3

It will support you in creating a much calmer business environment that is easier to control and manage.



4


Flowcode will also help to reconnect you with your business purpose to reignite your joy in running your company.

5

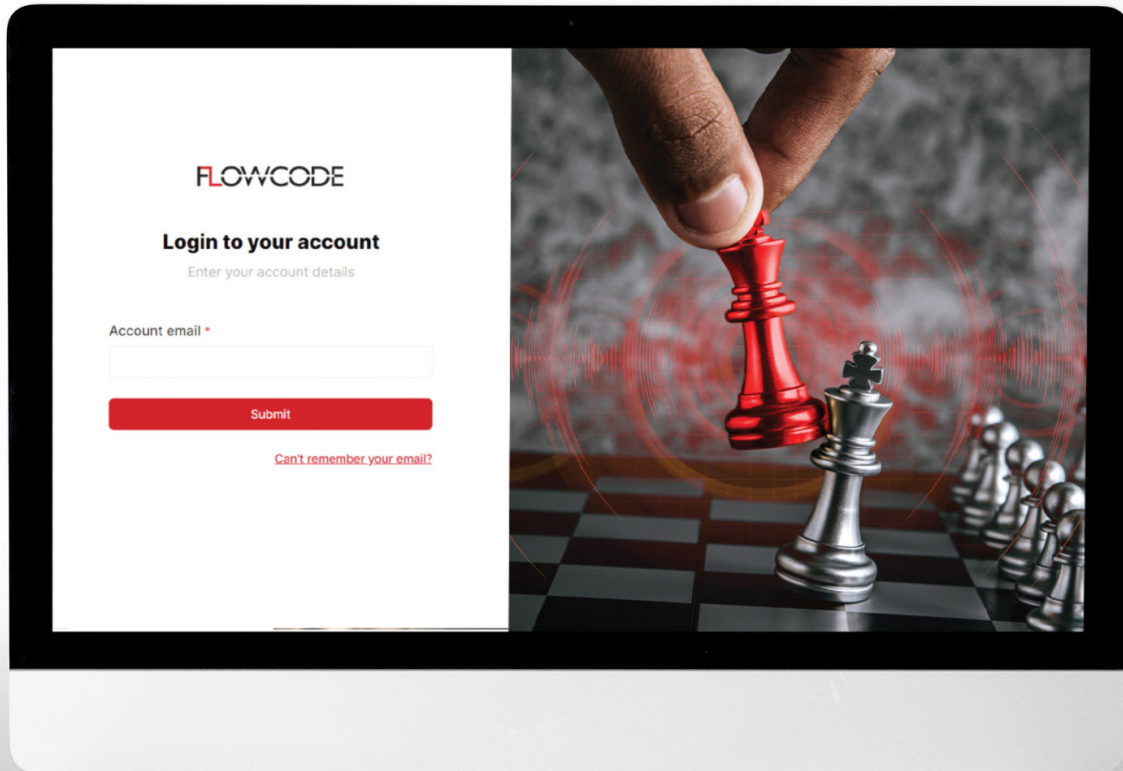
Scaling through Flowcode methodology will help you build a more valuable business should you wish to sell.

6

Achieving scale by following Flowcode methodology will also make your business much easier to sell.



Flowcode software





Flowcode software is a first of its kind software that provides the user with hundreds of super tools to help build out the organisation's strategy. Some call it a mentor in your pocket, because the tools are designed in such a way that they force you to think deeply and laterally about your organisation's strategy.

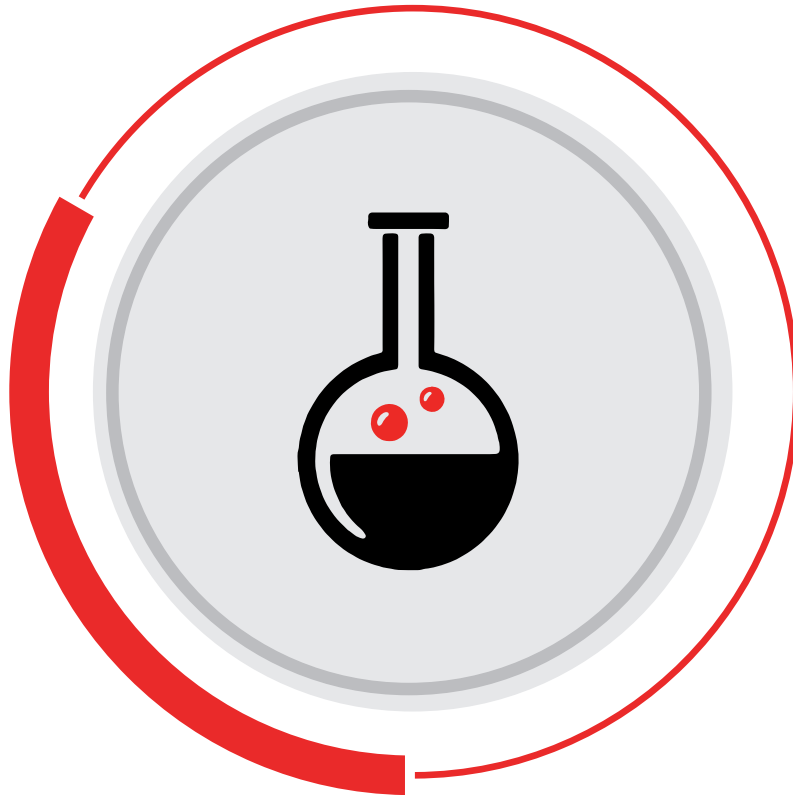
More importantly, the software allows you to extract all the important action items that are derived from your newly-minted strategy and then allocate those prioritised and sequenced action items to members of your team.

The software provides you with powerful visuals and reporting to more effectively manage your team's pace of execution.

Flowcode allows the management team to communicate the strategy to all nominated employees in a crisp and highly visual manner, ensuring more effective alignment and understanding of the strategy which results in more accurate and faster execution of strategy.

Finally, strategy formulation and strategy execution management are all in one place!

Formulation of a great **»» strategy**



Entrepreneurs who always feel as though they're in an echo chamber, alone with their thoughts and ideas, find Flowcode an incredibly powerful tool to tease out their strategic thinking and to ensure that it is sound, logical and recorded.

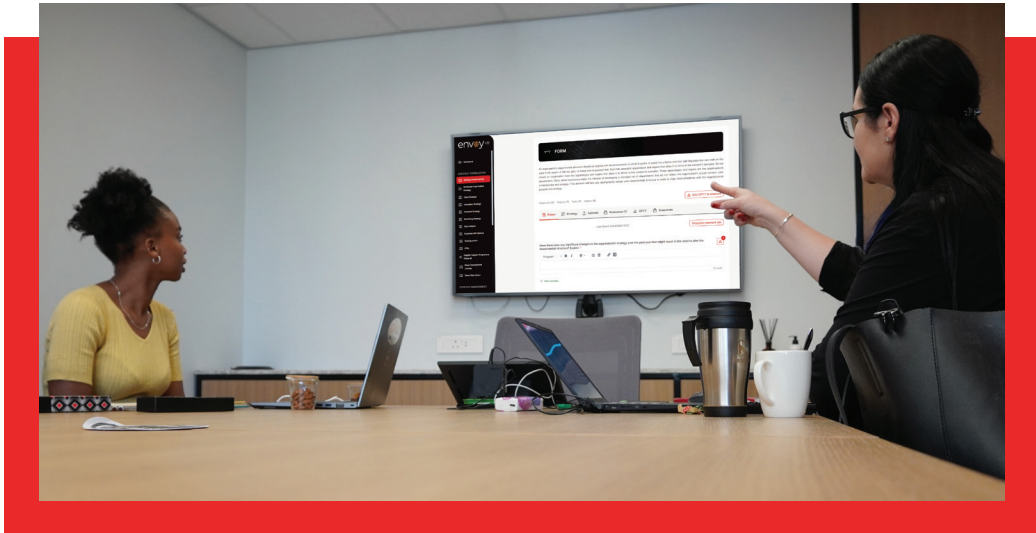
Flowcode helps you to first build your company strategy and then filter and align your divisional and departmental strategies accordingly and where appropriate.

Business strategy can be an intimidating and complex subject. The beauty of Flowcode is that it simplifies strategy into an easy, practical, step-by-step process that makes building your company strategy not only exciting but highly effective and accurate.



Research shows that **70%** of businesses have **no strategy at all**, and that **70%** of those who do have a strategy never achieve it. In other words, **9%** of businesses actually achieve their strategy. In small- to medium-sized businesses this number is closer to a dismal **2.5%**.

Do it **with** a **Flowcoder**



At the beginning of your Flowcode journey, it is highly recommended that you work with an accredited Flowcoder to help you comprehensively build out your vision and strategy. You may choose the number of hours you wish to work with your Flowcoder per month.

Many Flowcode clients have more than one person in their organisation working on building out their strategy.

For example, the marketing manager might be tasked to complete the marketing strategy, the sales manager tasked to complete the sales strategy, while the CEO tasks themselves to complete the company-level strategy. The recommended number of monthly Flowcoding hours per person is four.

Do it **by** » **yourself**



Many Flowcode users find it valuable to work through the Flowcode tools and process on their own. The software has a large library of support material to help guide users to both understand and complete the strategic elements on their own.

To reduce costs over time, many users adopt a blended approach by using their accredited Flowcoders to support them through elements they are having difficulty in completing, and complete those elements they find easier on their own.



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