**McKinsey's Seven Degrees of Freedom for Growth Template**

McKinsey’s Seven Degrees of Freedom for Growth is a strategy tool that helps companies realize the strategic opportunities to grow.

|  |  |
| --- | --- |
| **Selling Existing Products** | * Enter how you will sell more of your products to existing customers
 |
| **Acquiring New Customers in Existing Markets** | * Enter how you will continue to grow existing products
 |
| **Creating New Products and Services** | * Enter what new products/services you could introduce
 |
| **Developing New Value-Delivery Approaches** | * Enter how you will improve delivery of product
 |
| **Moving into New Geographies** | * Enter how you will move into new markets
 |
| **Creating a New Industry Structure** | * Enter how you will create new alliances and acquisitions to grow business
 |
| **Opening up New Competitive Arenas** | * Enter how you will diversify your opportunities
 |