

SPIRAL[®] GROWTH STRATEGY



GOA WORKSHOP 2026

Led by **Anuj Mittal** — a growth strategist who has scaled his own business 500X. He works with founders to uncover the real bottleneck limiting growth and redesign the business around it. While most coaches give formulas, Anuj teaches you how to think like a strategist. With 23 years across BCG, P&G, and Nestlé, IIT-IIM grounding, and direct mentorship from *Dr. Eli Goldratt*, his work combines strategic depth with real-world execution. **The outcome: faster growth without chaos, dependency, or constant firefighting**



WESTIN
HOTELS & RESORTS

THE WESTIN GOA, VAGATOR

31st July 2026 - 3rd August 2026

Step away from firefighting. Step into focused growth.

This August, spend four days in an environment designed for clarity, strategy, and scale — not chaos.

The Spiral[®] Growth Workshop takes place at The Westin Goa, Vagator, a serene and sophisticated Marriott property nestled just minutes from the sea. With its peaceful ambiance, world-class hospitality, and thoughtfully curated spaces, it offers the perfect setting to step back, reflect deeply, and reimagine how your business grows.

When you're surrounded by calm, you make sharper decisions.



What You'll Walk Away With

By the end of the retreat, you'll have:

- A complete, founder-built Spiral® Growth Strategy
- Clarity on your biggest bottlenecks and how to remove them
- A plan to 2X-20X revenue, speed, or profit
- A sales and delivery engine that scales without chaos
- A team structure built for ownership — not dependency



Rahul Aggarwal
PRECITECH FORGINGS

We grew profits 27X in one year



Chetan Jain
STUDY SMART

3X conversion in 3 months

Real Founders. Real Breakthroughs.



Tina Mittal
NOVA FORMWORKS

Before we were working on 60% - 70% production capacity. Now we are at 110%

You'll work on the real problem: not effort, but structure.
And you'll build a Spiral® Growth Strategy that helps your business scale:

- Without constantly adding more people
- Without delivery bottlenecks
- Without being stuck in every decision
- Without growing pressure

WORKSHOP ITINERARY

DAY 1 – 2:00 PM to 7:00 PM

Build Throughput Capacity:

Discovering lost profits and Spiral® Growth Strategy

1. Magic of Throughput

How your traditional costing and pricing approach is leading to the wrong decisions

2. Lost Throughput — The profits you are ignoring

Apply the Throughput method to estimate the profits you're leaving on the table

3. Building a Spiral® Growth Strategy

Learn what makes Spiral® Growth different from linear models — and how to build one



DAY 2 – 9:30 AM to 7:00 PM

Build Demand Generation Capacity:

Make competition irrelevant and attract the right customers

1. Micro-Segments

Discover hidden profit pools in your current customer base and identify low-value segments

2. Green Ocean Strategy

Select segments that can give you 10X profit and uncover untapped market opportunities

3. Customer Hassle Mapping

Understand the unaddressed issues your customers face and build solutions around them

4. Hidden Assets

Maximize profitability by leveraging your existing, underused strengths

5. Designing a Mafia Program

Create a product/service offering that customers find too good to refuse — and competitors can't copy



WORKSHOP ITINERARY

DAY 3 – 9:30 AM to 7:00 PM

Build Sales + Operations Capacity:
Frictionless sales and faster delivery

- 1. Sales is NOT a numbers game**
Learn the 4 components of effortless, high-conversion sales
- 2. Designing a Frictionless Sales™ Process**
Develop a smooth, repeatable customer journey
- 3. Re-engineering the Sales Function**
Enable meaningful conversations that lead to growth
- 4. 10 mistakes in building an Operations Flow system**
Identify and correct inefficiencies in your process
- 5. Separating the hidden clashing flows**
Fix internal misalignments to accelerate delivery speed (up to 4X)



DAY 4 – 9:30 AM to 12:30 PM

Building High-Performance Teams and Culture

A refreshing, practical take on building teams that take full ownership — and lighten your load.



THE WESTIN GOA, VAGATOR
31st July 2026 - 3rd August 2026

3 nights 4 days inclusive of stay and all meals, Sundowner party.

This is not another business workshop.

It's the strategy shift your business has been waiting for.
Clarity. Flow. Profit. Momentum.

JOIN US IN GOA. | REBUILD YOUR STRATEGY. | REDESIGN YOUR SCALE.

DELIVERED AT COST.
LIMITED SEATS AVAILABLE.
Book now to reserve your spot.

