

BCG Growth Share Matrix

Where is your focus?

How is your business doing?

Is your portfolio healthy?

How and where are you earning your money?

How and where to secure present as future cash flow and growth?

Where to build, hold, harvest and divest?

The growth share matrix (aka the product portfolio, BCG-matrix, Boston matrix, Boston Consulting Group analysis, portfolio diagram) is a chart that was created by Bruce D. Henderson for the Boston Consulting Group in 1970 to help corporations to analyse their business units, that is, their product lines. This helps the company allocate resources and is used as an analytical tool in brand marketing, product management, strategic management, and portfolio analysis. In practice this concept can be used in many other areas in your life, career, business and leadership. ErhvervsCoach® can help you apply and benefit from this simple and powerful tool, amongst many other tools from our rich coaching toolbox.

Further reading: http://en.wikipedia.org/wiki/Growth%E2%80%93share_matrix

