

Achieving Successful U.S. Expansion with an Evidence-Based Approach

For Australian tech firms looking to expand to the U.S., it's all too easy to fall into the trap of focusing on ROI as the sole metric of success. But Kettering International – the premier market entry experts helping organisations achieve their global business goals – steers clients towards a more comprehensive view that gives them a competitive edge.

What is evidence-based success?

Evidence-based success is a mindset framework that encourages a holistic approach to measuring the impact of market entry initiatives. This approach takes all results into account – not just the strictly quantifiable ones. With an evidence-based approach, the ongoing value of localisation and relationship-building is recognised and built upon to create momentum for increasing success.

How is this approach different?

There's one simple truth for Australia-based tech firms with international ambitions: Gaining a piece of the FDI pie in the U.S. only comes by spending as much time in the market as possible. An evidence-based approach places value and emphasis on those typically unquantifiable efforts like the time put into establishing a local presence and shoring up a solid network in your new market.

What are the benefits of an evidence-based approach?

ROI-based metrics ignore the value of anything that can't be readily translated into a profit margin, but an evidence-based framework empowers companies to:

- Avoid “analysis paralysis” where opportunities are lost in endless debate until their worth can be strictly quantified.
- Gain a key asset and advantage that many competitors won't cultivate: the maturity that comes with time.
- Establish and grow trust-based relationships that will pay dividends in the long-term.

How can Kettering International help?

When clients shift perspective towards an evidence-based mindset, they are able to capitalise on Kettering's extensive market knowledge and robust network of local contacts to build a more grounded, viable presence in the U.S. with a greater likelihood of long-term success.



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Ready to make the shift?

Contact Kettering International today and talk with us about how an evidence-based approach can transform your expansion efforts.



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