INTERNATIONAL GROWTH · BELGIUM / NETHERLANDS / UNITED STATES

Across borders. Beyond activity.

Towards decisions that work.

For Belgian founder-led and family businesses whose international growth is stalling.

THE EVIDENCE

64%
Market demand / sales execution

72%
Sales funnel optimisation

17 pt
Organisational maturity gap

THE REAL CHALLENGE

Growth can stall in three connected places.

MARKET
Segments and proposition

PEOPLE
Decision rights and trust

EXECUTION
Owners and review rhythm

THREE WAYS TO ENGAGE

01

Interactive Growth Session

45–60 MIN · ONLINE OR IN PERSON · ON REQUEST

A practical webinar or workshop for a founder group, leadership team or business network. Participants leave with a clearer growth decision and a first next step.

02

North Star Growth Diagnostic

€3,500
excl. VAT

ONE DAY · PREFERABLY ON SITE · FIXED FEE

Preparation and confidential conversations with 3–5 leaders, followed by a concise Growth Decision Brief identifying likely constraints, trade-offs and prioritised next steps. No automatic commitment to further work. Travel costs agreed separately where relevant.

03

North Star Alignment Sprint

2 WEEKS PREPARE · 2 DAYS ALIGN · 90 DAYS NAVIGATE

When the team needs to align on market choices, decision principles, clear priorities and a rhythm for execution. Tailored to the business challenge.

WHY CARLO CREVELS

16 years of commercial, strategic and operational leadership at Hilti across Belgium, France, the United States and the Netherlands. Cross-cultural perspective, practical judgment and an independent approach to deciding what really matters.

Explore the International Growth offering.

yournorthstar.cc/international-growth

Conversation: yournorthstar.cc/conversation · carlo.crevels@yournorthstar.today

Sources: Deloitte, Scale-Ups Confidence Survey 2026 (Belgian start-ups/scale-ups, n=226; 64% and 72%). Deloitte/Vlerick, Rising Star Monitor 2025 (n=183; 17-point gap). Survey figures describe the samples, not all family businesses or a guaranteed outcome.