

GOING LARGE

What every small business needs to know to grow

8th July 2013

BIG AMBITIONS

	Now	2016	Change
Sales	£25m	£55m	+120%
Employees	200	300	+50%
Personal Hours / Week	54	43	-20%

BIG CHALLENGES

Strategy (time to think)
Cash (funding & flow)
People (quantity & quality)
Culture (retaining ethos)
Control (letting go)

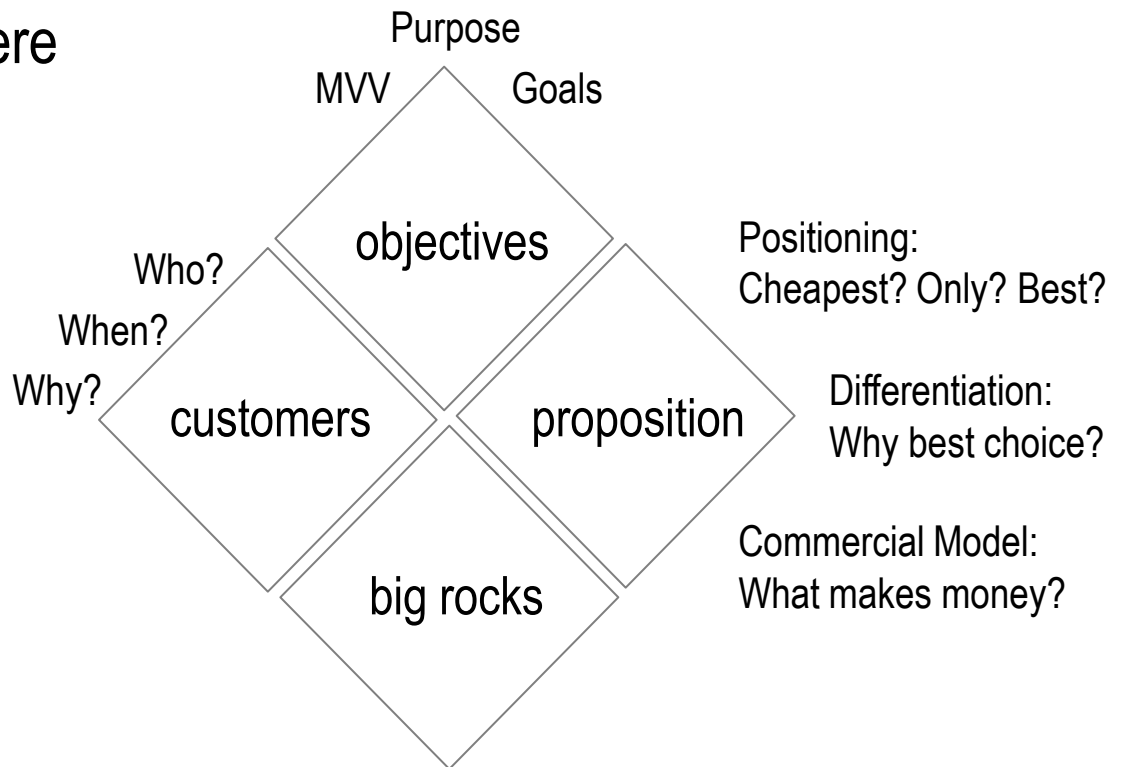
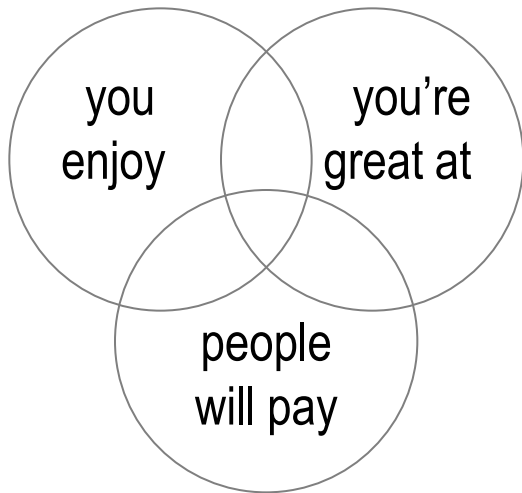


Strategy
Capacity
Stepping Up
Standards
Execution

STRATEGY

Challenge 1: Focused Strategy

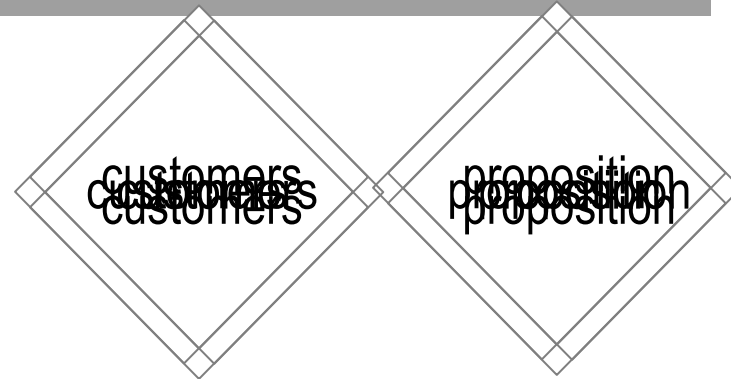
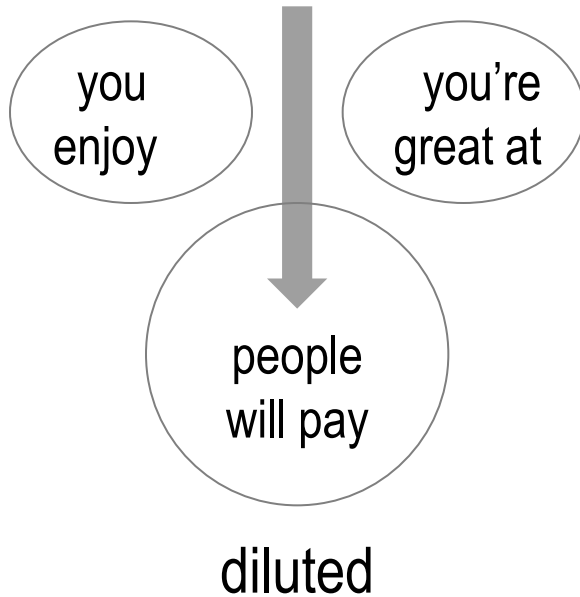
Here  Plan  There



FOCUS

From FOMO to Fit

opportunistic



Purpose + capability = fit

- Deliver the vision?
 - We can do it best?
- Scope

The Networked Business

- Service Structures
- Project Clusters
- Growth Groups

CAPACITY

Challenge 2: Abundance Mentality

Poverty

Fear of Failure

No Headroom

Abundance

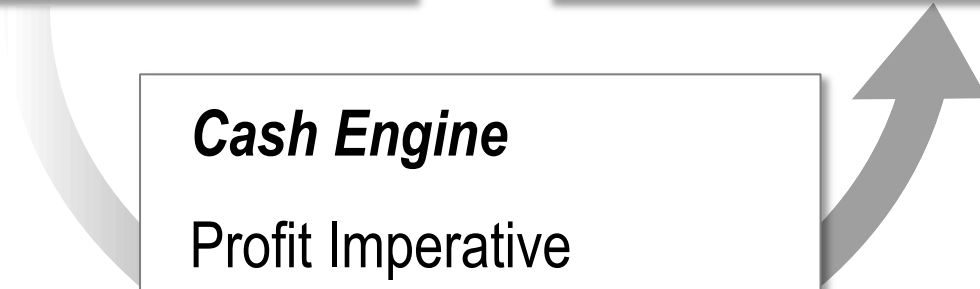
Managing Risk

Developing Talent

Cash Engine

Profit Imperative

Proposition x Negotiation



ABUNDANCE

From Poverty to Abundance

Slowly Hiring + Always Looking

Four Levels of Negotiation

Managed Risks

Plan to Succeed

STEPPING UP

Challenge 3: Empowering others

Role of the Leader

Comfort and Control

Running without you

No. 1 Skill: developing great people

Recruit: Personality + Capacity

EMPOWERMENT

From Controlling to Enabling

Culture and Values

Motivation: **G**rowth
Autonomy
Recognition
Purpose

TGP: Trust in Great People

STANDARDS

Challenge 4: Maintaining Standards

Objectivity

Measures

People

CWSF

Processes

Engagement

Re-inventing the wheel

Network

From OMG to EOJ
(Quality = Every One's Job)

EXECUTION

Challenge 5: Resolving to change

Urgent V Important

Management Vacuum

Diluting to Taste

Good People / Bad Behaviours

Personal Challenge

Big Rock Ownership

Agenda & Responsibility

1,000 Opportunities

Question of Integrity

Accountability Partner

SUMMARY

Top three take-aways
Unanswered questions
Priorities for this week

Challenges:

Focused strategy

Abundance

Empowerment

Standards

Resolving to change

Techniques:

Fit + Network + Big Rocks

Profitability + Risk + SHAL

Culture + GARP + TGP

CWSF + Process + Q=EOJ

Agenda + Reinforcement + APs