

Are you ready to take your business to the next level?



If you are looking to grow your business, get more customers and increase your profits, it's worth taking the time to review how your business is performing now and get some expert advice on how to hit the big time.

**FREE
RESOURCES**

**FREE
EVENTS**

**FREE
HEALTH CHECK**

Strategy Made Easy

10 Steps to growing your business profitably

Direction of Travel

1 Why do you want it? Personal aspirations

- What is motivating you?
- What is driving your ambition?
- This is about you, not your business

2 Values and beliefs Culture 'DNA'

- Start defining your core values
- Why did you start your business?
- How do you run your business?

3 Purpose What business are we in?

- This is the reason your business exists
- What sets it apart?
- Think about it from your customer's perspective

4 Destination Visionary goals

- Think about the long term future of the business
- What objectives do you want to pursue?
- Make them challenging

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Planning the Route

5 Future proofing S.T.E.P

- What could affect you achieving your vision?
- Carry out a STEP analysis and identify the opportunities and threats to your business

6 Know your market opportunities

- Conduct a market audit to understand the market you're in
- Who are your more valuable customers?
- How reliable are your suppliers?
- What's your competition?

7 Look in the mirror G.I.V.E

- Plan your skills and capabilities for your new opportunities.
- Ask yourself:
 - Where are we **Great?**
 - Where can we **Improve?**
 - Where are we **Vulnerable?**
 - Where's our **Edge?**

Driving Results

8 Find your focus Strategy

- Find your sustainable competitive advantage
- Think like a customer
- Ask yourself:
 - What makes us different?
 - What makes us better?
 - What do we want our customers to do?
 - What do we want our customers to think?

9 Press the reset button

- Review your organisation structure and job roles
- Make sure you have square pegs in square holes
 - Retain
 - Retrain
 - Release
 - Recruit

10 Make it happen

- Time to mobilise the plan
- Involve the rest of the company
 - Share the challenges
 - Get input and ideas
 - Give them ownership of the plan
- What gets measured gets done

We hope you find our top 10 tips useful.

These ten practical steps to business success will help you to realise the full potential of your business.

If you would like more information on how to take your business to the next level, contact your nearest Business Doctor.

We don't just coach, we get on the pitch!

Get in touch today:

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