UNLOCKING POTENTIAL:

Turning Vision into Scalable Growth

Dorset Chamber

Business Toolkit Event
November 2026

Presented by Phil Griffin
pgriffinconsulting.co.uk

TOOLKIT AT A GLANCE

TODAY'S SESSION

01	Welcome & Introduction
02	Building a Strategy – Vision with Focus
03	Finding Hidden Opportunities
04	Building the foundations
05	Case study: How it works in practise
06	Next Steps
07	Q&A

Note: *A link to download the slides and the Toolkit Workbook will be provided to you at the end of this session.*

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P.GRIFFIN
—Consulting Ltd—



Phil Griffin – Founder and Consultant

SECTION 1

WELCOME & INTRODUCTION

01

P.GRIFFIN

Consulting

A quick question:

If you had to describe your business growth right now in one word, what would it be?



Put your answer in the chat

MOST BUSINESSES DON'T FAIL BECAUSE OF A LACK OF IDEAS...

...THEY FAIL BECAUSE TOO MANY IDEAS NEVER GET TRACTION!

...WHY DO BUSINESSES FAIL TO GET TRACTION?



Don't lose sight of your vision along the way.



Understand where you need to be and by when.



Today's actions – what we do next



Have a clear picture of what you're aiming for


DON'T OVERCOMPLICATE
STRATEGIC
PLANNING

5 QUESTIONS TO KEEP COMING BACK TO

1. Where are we **going**?
2. Where is the **opportunity**?
3. What **matters most** now?
4. What must be **stronger**?
5. What happens **next**?



1 Where are we going?

VISION

The long-term ambition:
What success looks like in 5–10 years.



2 Where is the opportunity?

OPPORTUNITY

The needs, gaps and openings that move us towards the vision.



3 What matters most now?

FOCUS

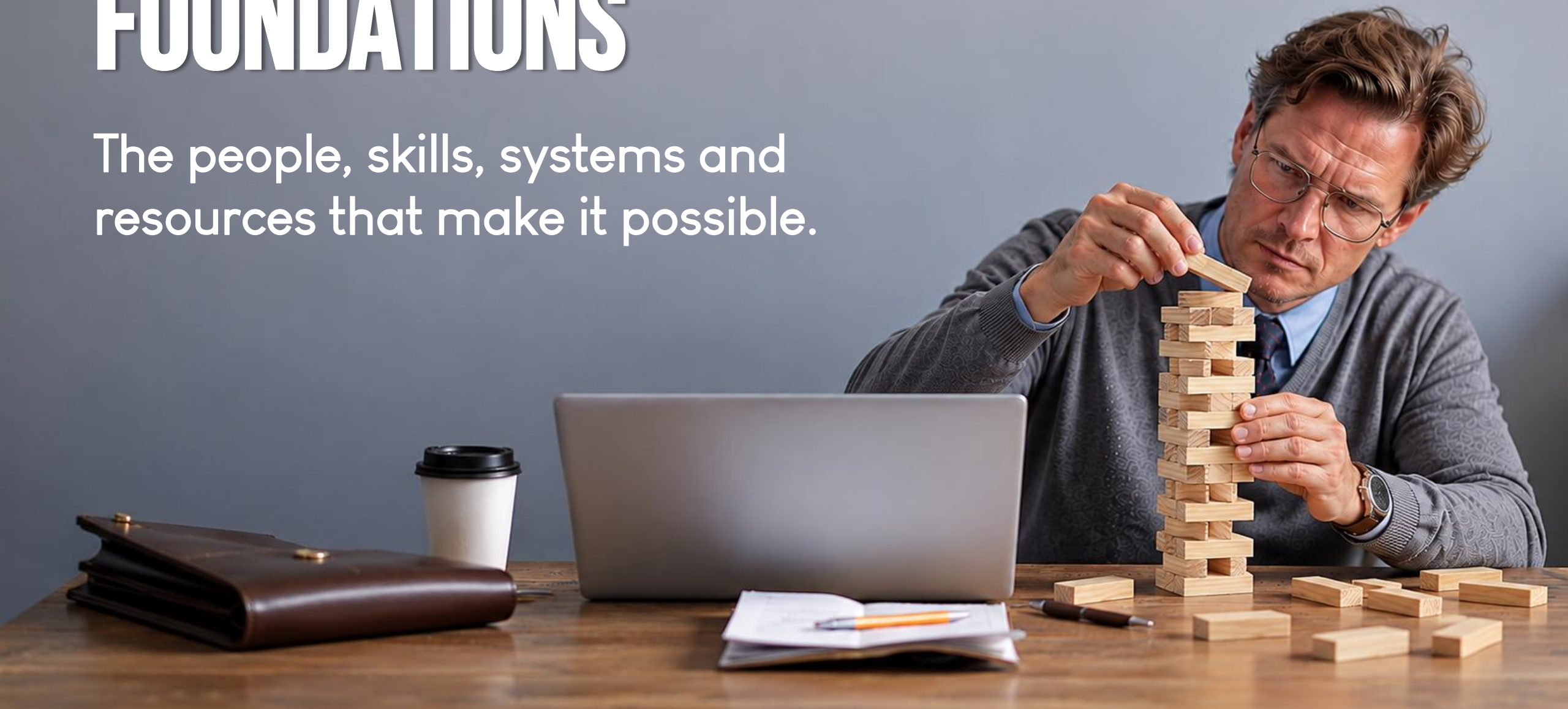
The few priorities we commit to, and what we will say no to.



4 What must be stronger?

FOUNDATIONS

The people, skills, systems and resources that make it possible.



5 What happens next?

ACTION

Clear next steps, with owners, dates and measures of progress.



SECTION 02

VISION WITH FOCUS

Clarity beats complexity — get sharp on where you're going.

02

TURNING VISION INTO ACTIONS



10-YEAR VISION

your business?



3-YEAR PICTURE

our business look

ack?



1-YEAR GOALS

at need to happen
foundations for



QUARTERLY PRIORITIES

What actions in the next 90 days are required to get you on track to achieve your 1-year goals?

DESCRIBE YOUR VISION



10-YEAR VISION

Think big-picture rather than detailed numbers. Describe the business you are trying to create, not how you will get there.

What will you be known for? _____

Who will your customers be? _____

What markets will you operate in? _____

What scale could the business reach? _____

What will make you different? _____

What will the business enable for you personally? _____

Notes:

Aim for: A clear, compelling destination that gives long-term decisions a sense of direction.

HOW WILL YOUR BUSINESS LOOK BY 2030?



3-YEAR PICTURE

Bring the vision much closer and make it tangible. Imagine walking into the business three years from today.

What is your Profit and Turnover? _____

How many people are employed? _____

What does your leadership team look like? _____

Who are your key customers? _____

What products / services are driving growth? _____

What would have to be true for you to say, “We’re firmly on the way”? _____

Notes:

Aim for: A specific picture you could recognise when you arrive there.

WHAT NEEDS TO HAPPEN IN 2027?



1-YEAR GOALS

Work backwards from your 3-year picture. Don't create a huge wish list – identify a small number of outcomes that would represent meaningful progress towards it.

What financial results are required? _____

Which customers or markets need developing? _____

What capability needs building? _____

What needs to change within the team? _____

What major problem needs solving? _____

Notes:

Aim for: Around 3–7 measurable outcomes, with a clear definition of success.

TO ACHIEVE YOUR 2027 PLAN, WHAT NEEDS TO HAPPEN THIS QUARTER?

QUARTERLY PRIORITIES

Now turn strategy into action. Ask what must be achieved during the next 90 days to keep the annual goals on track.(Repeat this each quarter)

Each priority should have one clear owner, a deadline and an unambiguous outcome.

Check: "At the end of 90 days, will we be able to say definitively whether this has been completed?"

1. _____ Outcome: _____
   _____ Deadline: _____
   _____ Owner: _____

2. _____ Outcome: _____
   _____ Deadline: _____
   _____ Owner: _____

3. _____ Outcome: _____
   _____ Deadline: _____
   _____ Owner: _____

4. _____ Outcome: _____
   _____ Deadline: _____
   _____ Owner: _____

5. _____ Outcome: _____
   _____ Deadline: _____
   _____ Owner: _____

Aim for: 3–5 genuinely important priorities, rather than business-as-usual activity.

SECTION 03

FINDING HIDDEN OPPORTUNITIES

Growth isn’t always about new markets — sometimes it’s about unlocking potential within.

03

SECTION 03 · HIDDEN OPPORTUNITIES

PRIMARY DRIVERS OF GROWTH



Market Share Gains



New Customers



New Products / Services



New Markets / Sectors

SECTION 03 · HIDDEN OPPORTUNITIES

GROWTH FROM WITHIN



Increase productivity
get more from existing resources



Grow existing customers
cross-sell, upsell and deepen relationships



Improve pricing & margins
capture more value from what you already sell



Develop your people
unlock skills, leadership and performance



Improve processes & systems
remove waste, bottlenecks and rework



Focus on profitable work
prioritise the customers, products & services that create most value



Improve customer retention
keep good customers for longer



Exploit neglected segments
fill gaps as larger competitors withdraw or underserve them

Before looking for growth elsewhere, ask how much potential is already sitting inside your business.

GROWTH FROM WITHIN

Where might there be hidden opportunity in your business?

GROWTH FROM WITHIN:

WHERE IS THE UNTAPPED GROWTH POTENTIAL ALREADY INSIDE YOUR BUSINESS?

Score each area from 1–5, then capture the evidence or opportunity you can see.

The aim is not to score highly – it is to identify where focused action could unlock profitable growth.

1 - **Little scope:** *Already optimised*
2 - **Limited:** *Some opportunity*
3 - **Moderate:** *Worth exploring*
4 - **Significant:** *Clear opportunity*
5 - **High:** *Major untapped potential*

1. INCREASE PRODUCTIVITY

Score 1-5:

Could you get more output from existing people, equipment or capacity?

Evidence / opportunity:

2. GROW EXISTING CUSTOMERS

Score 1-5:

Where could you cross-sell, upsell, or increase customer spend?

Evidence / opportunity:

3. IMPROVE PRICING & MARGINS

Score 1-5:

Can you improve pricing, reduce discounting, or strengthen margins?

Evidence / opportunity:

4. DEVELOP YOUR PEOPLE

Score 1-5:

Could stronger skills, leadership, or accountability lift performance?

Evidence / opportunity:

5. IMPROVE PROCESSES & SYSTEMS

Score 1-5:

Where are waste, bottlenecks, rework, or manual tasks holding you back?

Evidence / opportunity:

6. FOCUS ON PROFITABLE WORK

Score 1-5:

Do you know which customers, jobs, products, or services create the most value?

Evidence / opportunity:

7. IMPROVE CUSTOMER RETENTION

Score 1-5:

What could you do to keep your good customers longer and increase repeat business?

Evidence / opportunity:

8. EXPLOIT NEGLECTED SEGMENTS

Score 1-5:

Are attractive niches being underserved or vacated by larger competitors?

Evidence / opportunity:

TURN INSIGHT INTO ACTION:

Your top growth opportunity

One action to investigate it

What would success look like?

Before looking outside for growth, ask how much untapped potential already exists inside your business.

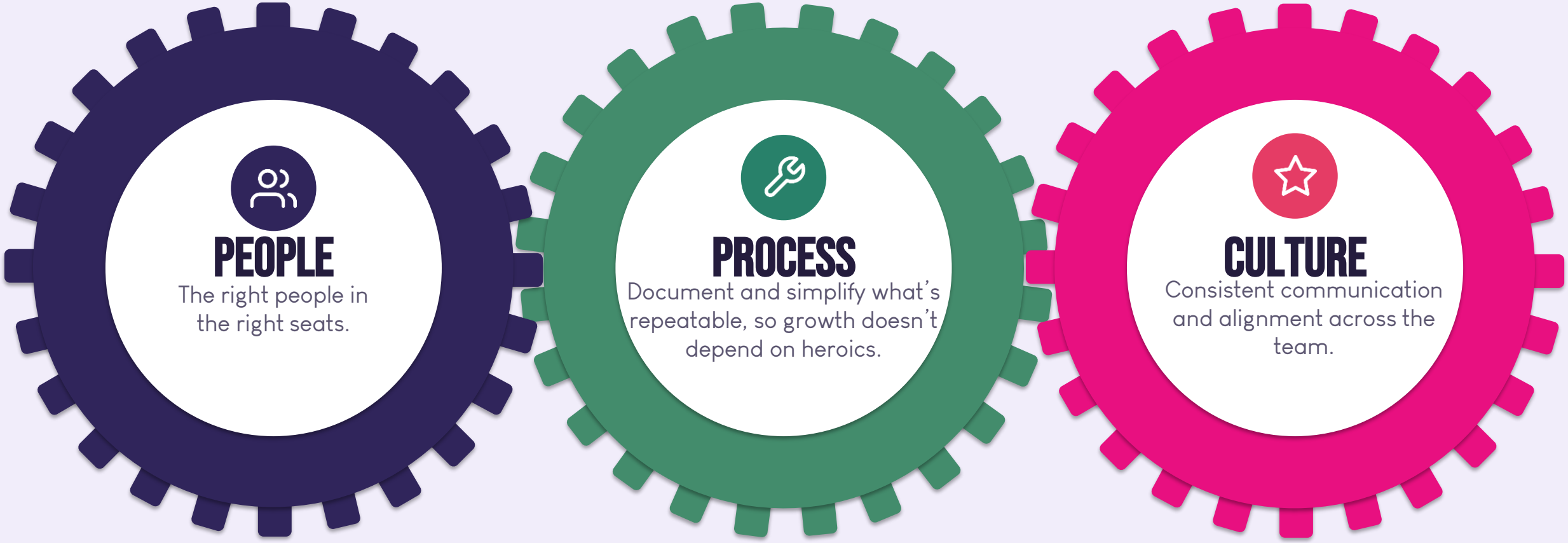
SECTION 04

BUILDING THE FOUNDATIONS

Sustainable growth relies on strong people, process, and culture.

04

THREE FOUNDATIONS FOR SCALE



GREAT FOUNDATIONS + CLEAR STRATEGY = BUSINESS MOMENTUM

Another quick question:

What's one internal foundation that needs strengthening before you can scale?

People, process, or culture — Pop your answer in the chat.

SECTION 05

CASE STUDY

How this works in practise

05

Case study: Manufacturing business – Portsmouth

- Situation: Manufacturing SME – £2.5m turnover, stagnation, margin pressure
- Intervention: Strategic review – Leadership and execution focus – Operational and commercial improvements
- Results: **+97% revenue growth** – Improved margins despite cost pressures Stronger management confidence and control



> *The impact on both our team and the business has been remarkable!"*
>
> ★★★★★
>
> Co-founder

> *Phil helped improve efficiency and put clear measures in place to achieve their growth ambitions. The feedback has been extremely positive and a great example of adding real value to the client relationship!"*
>
> HSBC Relationship Manager

SECTION 06

NEXT STEPS

Actions to take this week to turn your vision into scalable growth

06

SECTION 06

NEXT STEPS

01 Download the Toolkit slides and Workbook.

02 Build your strategy with your team.

03 Strengthen your foundations.

04 Document and simplify your processes.

05 Focus on 3-5 genuine priorities for the next quarter.

Download the materials.

www.pgriffinconsulting.co.uk/unlocking-potential

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If you need help, I offer a free 1-2 hour Strategic Review.
A focused, no-obligation session to give you clarity, direction, and immediate next steps.



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You've already done the hard work...
...you've built something that works.

The next step is making sure that growth is deliberate, focused, and sustainable.

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Q&A

Resources, materials and tools available at:
pgriffinconsulting.co.uk/unlocking-potential

Book your FREE 1–2 Hour Strategy & Growth Consultation

Dorset Chamber

Dorset Chamber Business Toolkit

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5th November 2026

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UNLOCKING POTENTIAL :

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THANK YOU

Dorset Chamber

Business Toolkit Event

5th November 2026

Presented by Phil Griffin
pgriffinconsulting.co.uk