

A white square logo with the text 'P GRIFFIN' in a bold, sans-serif font, and 'Consulting Ltd' in a smaller font below it, separated by a thin horizontal line.

P GRIFFIN  
Consulting Ltd

A large, stylized tree graphic with a complex, branching canopy and a dense network of roots extending into the ground. The tree is rendered in a light blue color against a dark blue background. The canopy is filled with intricate, swirling patterns, and the roots are depicted as a series of fine, branching lines. The overall effect is one of growth and stability.

# Navigating Challenges & Unlocking Growth & Success

The HSBC logo, consisting of the letters 'HSBC' in a bold, sans-serif font, followed by a red hexagon containing a white cross.

HSBC

Customer Event Presentation

Reading – 29th April 2025 – Presented by Phil Griffin

# Navigating Challenges & Unlocking Growth & Success

## AGENDA



1. **UK MARKET OVERVIEW** – 2025 Outlook for SME Businesses
2. **MINDSET** – The importance of a positive approach
3. **ACTIONS** – 20 practical and beneficial ways to change your approach
4. **Q&A** – Question and answers



A man and a woman are seen from behind, sitting in front of a large television. The television screen displays the text "2025 HOW IS IT LOOKING?". The room has a brick wall and a wooden shelf with various items, including a red speaker.

**2025**  
**HOW IS IT LOOKING?**

A man and a woman are seen from behind, looking at a large television screen. The screen displays a graphic with a red and white diagonal stripe and a soccer ball. The text '2025 IS CHALLENGING' is prominently displayed in the center. In the top right corner of the screen, the 'BT SPORT LIVE' logo is visible. The background is a dark, textured wall.

# 2025 IS CHALLENGING

BT SPORT LIVE



What are the **biggest** challenges keeping  
you **awake** at night?



# Economic and Financial Challenges

1. **Rising inflation** increasing costs of goods and services
2. **High interest rates** affecting loan repayments and borrowing capacity
3. **Cash flow** management in a challenging economic climate
4. **Late payments** from customers impacting liquidity
5. **Government** economic policy and taxation uncertainty



# Market & Customer Pressures

- 
6. **Reduced consumer spending** due to cost-of-living
  7. **Increased competition** from larger firms & online businesses
  8. **Customer retention** challenges and securing new business
  9. **Customer expectation** changes and buying behaviours
  10. **Pricing pressures** while maintaining profitability



# Talent & Workforce Issues

**11. Attracting and retaining** skilled staff amid talent shortages

**12. Rising wage demands** and employee benefit expectations

**13. Remote and hybrid working** challenges affecting productivity and culture

**14. Compliance** with employment laws and HR best practices

**15. Mental health** and wellbeing of employees





# Operational & Supply Chain Risks

**16. Supply chain disruptions** causing delays and higher costs

**17. Energy and utility inflation** impacting operational costs

**18. Cybersecurity & data protection** threats and risks

**19. Technology transformation** costs & implementation disruption

**20. Regulatory compliance** meeting required and industry standards



# Strategic & Growth Barriers

**21. Access to funding** investment for growth

**22. Scaling Up** and how to do this while maintaining quality & service

**23. Environmental & sustainability** adapting to regulations

**24. Brexit complexity** affecting trade and logistics

**25. Global markets** navigating unprecedented uncertainty







Brexit & Regulatory  
Uncertainty



COVID-19  
Pandemic



Cost-of-Living  
Crisis & Inflation

## **BUSINESSES HAVE ALWAYS FACED DISRUPTION AND CHALLENGES**

2025 and the coming years will be no different

## **WHAT WE DO KNOW IS THAT....**



## **THE BEST BUSINESSES EVOLVE**

adapting to market shifts, customer needs,  
and industry trends.

**CHANGE ISN'T ALWAYS EASY** It can feel  
risky, uncomfortable and overwhelming.

**...BUT STAYING STILL IS FAR RISKIER**

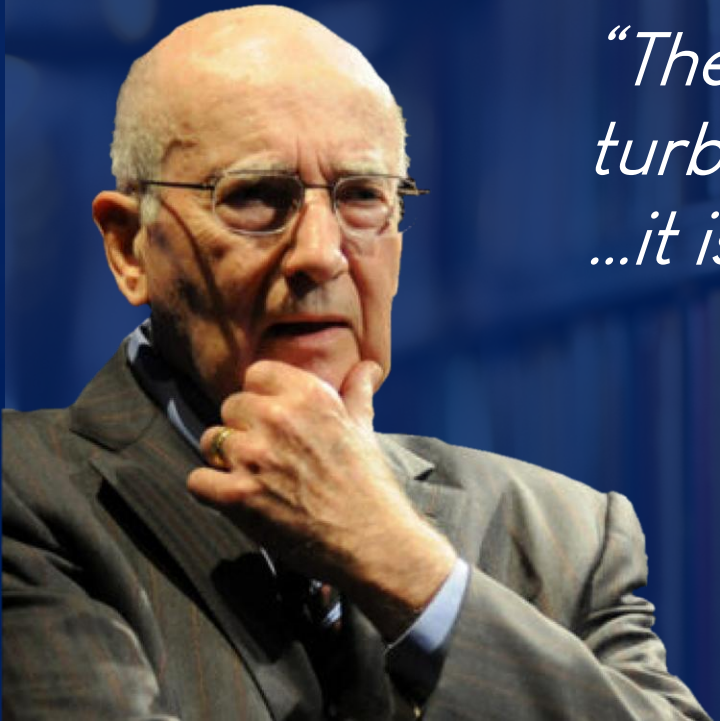




**DEBENHAMS COLLAPSED** during COVID-19 after failing to adapt its business model and modernise. Already struggling financially, the pandemic accelerated its decline.

**WEAK ONLINE PRESENCE** left it vulnerable and unable to adapt when lockdowns hit, ultimately forcing the closure of their 100+ stores across the UK

Note: The Debenhams brand was later bought by Boohoo, but all physical stores were permanently shut.



*“The greatest danger in times of turbulence is not the turbulence...  
...it is to act with yesterday’s logic”*

**Peter Drucker**

Austrian American management consultant & author



# So, where should you focus?



Shift Your  
Mindset



Turn  
Challenges into  
Opportunities



Manage your  
People &  
Culture



Think & Act  
Strategically

# Mindset Shifts



1. **Reframe Challenges** View every challenge as a chance to learn, pivot, or improve—not a roadblock.
2. **Focus on What You Can Control** You can't change the economy, but you can adapt your service, team mindset, or customer experience.
3. **Celebrate Small Wins** Acknowledge progress, however small —it keeps morale high and momentum going.
4. **Lead with Optimism, Not Denial** Stay honest about the situation, but model resilience and hope to your team.
5. **Practice Gratitude in Business** Regularly acknowledge what's going well—loyal customers, talented staff, or innovative products.



# Turning Challenges into Opportunities

6. **Review and Refocus Your Offer** Could a streamlined or bundled version of your product better serve cash-conscious customers?
7. **Use Downtime to Innovate** Develop a new offering, improve systems, or try a new marketing strategy.
8. **Strengthen Customer Relationships** Challenging times are a great excuse to check in, offer help, or build deeper loyalty.
9. **Spot Gaps** Big companies often cut back on personal service or niche markets—step in and serve where they pull back.
10. **Collaborate,** Partner with complementary SMEs to share audiences, resources, or ideas.



# People and Culture



11. **Involve Your Team** Invite their problem-solving ideas —collaboration breeds ownership and often sparks creative solutions.
12. **Be Transparent** Open communication builds trust, even when news is tough.
13. **Invest in Learning and Development** Upskilling during slow periods pays dividends when things pick up.
14. **Look After Mental Health** A positive mindset starts with wellbeing —promote a healthy work-life balance
15. **Celebrate Adaptability as a Strength** Flexibility is a superpower in SMEs—reinforce that within your culture.

# Strategic Thinking

16. **Revisit Your Purpose** A strong “why” helps you stay grounded, energised, and aligned through uncertainty.
17. **Track and Share Metrics That Matter** Focusing on progress, not just problems, fuels forward momentum.
18. **Explore New Revenue Streams** Could you offer a subscription model, adapted for a different industry, age group, or location?
19. **Stay Visible** Don't go quiet—use social media, newsletters or local press to stay top of mind.
20. **Think Long-Term, Act Short-Term** Make tactical moves to survive today—but keep your strategic vision alive.





*"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity"*

wéi jī  
危机

**DANGER**

**OPPORTUNITY OR  
TURNING POINT**

John F. Kennedy



# SOME SOBERING FACTS

Most businesses are not performing to their full potential

Many struggle to successfully navigate the phases: *Source: UK Parliament Business Statistics*

11% of new SME businesses **fail in the first year**

Only **45-50%** survive to **5 years**

Only **35%** make it to **year 10**

**Standing still is never a strategy**—navigate every market condition and business phase with purpose to build lasting success for your organisation.

## BUSINESS PHASES



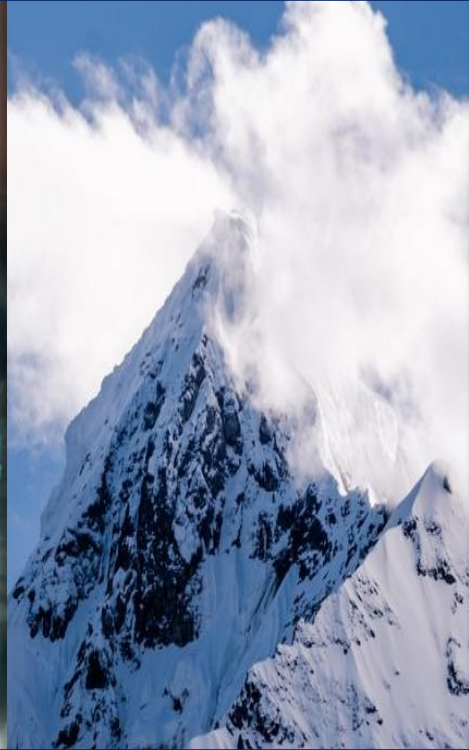


## Cultivate a Positive Mindset



Approach challenges with optimism and resilience.

## See Obstacles as Opportunities



Reframe challenges and setbacks as chances to learn, adapt, and grow.

## Lead with Purpose and Care



Build a healthy culture by supporting your people through strong, empathetic leadership.

## Future-Proof Your Strategy



Rethink & refine your approach to ensure it's fit for 2025 and beyond.



# HOW I CAN HELP



**STRATEGIC AND  
LEADERSHIP SUPPORT:**



**REVENUE GROWTH**



**BUILDING BRANDS**



**INCREASED CUSTOMER BASE**



**PROFIT IMPROVEMENT**



**STRENGTHENING TEAMS**

# HOW I CAN HELP

The result? *A flourishing business* that *bears the fruits* of profitability, brand strength, and long-term success.

*Feed growth* with actionable plans that drive revenue, expand customer bases, and strengthen teams.

Success starts with *strong roots*.

# Let's start this journey together!

Contact me to discuss how I can support your business



 phil@pgriffinconsulting.co.uk

 pgriffinconsulting.co.uk

 07832 694331

HSBC 

Customer Event Presentation

Reading – 29th April 2025 – Presented by Phil Griffin

*Phil G.*



Download Slides