Unlocking Potential:

Turning Vision into Scalable Growth

Toolkit Event Workbook

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INTRODUCTION

Sustainable growth doesn't happen by accident. As a business grows, the decisions become bigger, the demands on people increase and the processes that worked in the past can begin to hold it back.

Having a clear vision of where you are heading – and understanding what needs to change to get there – helps you focus resources, make better decisions and turn growth ambitions into achievable results.

ARE YOU READY FOR GROWTH?

Every buisness is different, but here are 5 questions you should ask yourself as you look to unlock scaleable growth:

1. **Is our vision clear enough to guide our growth? -** Do we know what we want the business to look like in three years – beyond simply a turnover target?
2. **Do we really understand where profitable growth will come from?** – Which customers, markets, products or services offer the greatest opportunity – and which should we stop pursuing?
3. **Can our people scale with the business?** – Do we have the right leadership, skills, capacity and accountability, or is the business still too dependent on a few individuals?
4. **Will our processes and systems cope with growth?** – What works at today's size could become tomorrow's bottleneck. Where are the weaknesses that increased volume will expose?
5. **Do we have the financial visibility and resources to fund growth?** – Do we understand margins, cash requirements, capacity and investment needs – and can we measure whether growth is actually creating value?

UNLOCKING LASTING SUCCESS

Maximising business value through focused growth, powerful strategy, strong leadership and highly motivated teams.

Accelerate Profitable Growth

Build High-Performing Teams

Design & Deliver Winning Strategies

FIND OUT IF YOUR BUSINESS IS READY FOR GROWTH

OptIQ
BUSINESS DIAGNOSTIC

A free buisness diagnostic report for your organisation

- Takes under 4 minutes
- Highlights strengths and hidden constraints
- Produces a clear report with practical next steps

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Book your free consultation to help scale your buisness

BUILD YOUR VISION:

FROM LONG-TERM DIRECTION TO 90-DAY ACTION

Work backwards from the future. Keep each answer concise and specific enough to guide decisions.

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.

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.

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.

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.

Most businesses don't fail because of a lack of ideas...
...they fail because too many ideas never get traction.

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Business Toolkit

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Slides, tools and other resources: