Front Cover

# Strategy 4 Growth

*Logo*

**Achieve The Growth Potential Your Business Is Capable Of**

Many organisations struggle to make the leap from a medium sized to a corporate business, which is a reflection of the business strategy and its implementation.

Learn how you can benefit from our 20 years of experience in fast moving markets and finally break through that glass ceiling.

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# Our Vision

Strategy 4 Growth aims to be the partner of choice for medium sized organisations that are looking to fulfil growth ambitions and capabilities.

Many businesses with annual turnovers of between £5m - £50m find themselves in a position of relative business stability and strength but for a variety of reasons have not managed to break through the glass ceiling and become a larger corporate business. Often businesses have lost their business identity and visible strategy along the way as the business has grown over the years.

Strategy 4 Growth wants to help businesses recover their identity, formulate a vision and strategy, unite and involve its people and realise its growth potential to create a strong long-lasting and future oriented business.

# Why Strategy 4 Growth

Strategy 4 Growth assists clients with their specific business challenges by observing their business from the outside thus adding a neutral dimension to creating or fine-tuning the business strategy, whilst embedding a solid theoretical and practical framework for strategic planning into the organisation and ensuring this takes both internal and external customers into consideration.

Strategy 4 Growth has a specialty focus on business strategy powered by technology. As technology is transforming every organisation, you need technology-enabled strategy to take advantage of the opportunities it yields. Whether it's business strategy, technology strategy or operations strategy, we analyse your business, identify pain points, improve communication, drive value and shape, communicate and visualise new business strategies and design and future-proof operating models.

With over 20 years’ experience of analysing, devising, implementing and reviewing business, operational, marketing and product & service strategies, in particular in fast moving and challenging B2B environments, Strategy 4 Growth is ideally placed to assist you in your strategic thought process.

Our multi-national experience has enabled us to turn around stagnant businesses both in the UK and abroad by re-igniting their desire for innovation and focusing on best in class product and services. These successes are based on the two basic principles of customer satisfaction through perceived value generation and business vision allowing employees to buy-in and contribute to the business strategy.

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# Our Approach

With over 20 years’ experience working with end user clients, product and service providers alike Strategy 4 Growth is ideally placed to add value to your business. We have gained unique insights into customer-vendor relationships by working in both camps and an understanding of the requirements from both a buyer’s and seller’s perspective to be able to strategically assist you.

Our approach is tailored, agile, flexible, pragmatic, and hands-on and we view projects and assignments from a practitioner’s perspective.

Our typical engagement includes a number of activities outlined below and we structure our approach based on four specific stages:

1. **Project initiation** - During the project initiation workshop the scope and parameters of the project are agreed with the relevant customer stakeholders as well as specific timelines and desirable outcomes. The agreed output from this workshop will then form the basis for the subsequent stages.
2. **Discovery** - During this stage we would analyse your products and services, interview staff an customers, carry out a high-level market analysis which will assess and identify a variety of key market factors that drive all subsequent activities.
3. **Analysis & Recommendation** – This stage analyses the info gathered as part of the discovery stage, puts into the agreed context, provides a market comparison and makes recommendations as to future strategic approach, planning and implementation.
4. **Implementation & Review** - Having agreed a revised strategy this stage caters for the business-wide implementation, internal and external communication and –importantly – visualisation of the strategy and subsequent reviews to ensure the desired outcome is achieved.

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# Our Services

**Operating Model Strategy**

Growth is difficult to achieve for most businesses, and in particular long and sustained growth. Organisations face a fast changing environment of macroeconomic circumstances, industry trends and customer challenges, and are forced to revise and rethink their business and operating models in order to improve the alignment with this fast changing landscape and maximise value generation opportunities.

Customers and markets recognise and select business partners that clearly identify and capitalise the potential of their businesses whilst facing rigorous competition and technology-fuelled market changes and parameters. Choosing the most appropriate business model is of vital importance for both the ongoing success of the business and as a mechanism to create customer value.

Our guidance on operating model strategy help you to anticipate industry trends and to create business models that address internal and external obstacles and allow you overcome competitive threats and market changes alike.

**Digital Strategy**

Having an IT strategy is not a substitute for a digital strategy. Business think they need a digital strategy but falsely believe it is part of the IT strategy as IT strategies often treat technology in isolation

The business may be working on a cloud, social media or mobile strategy, but in today’s market places product and services need to be digitally connected and integrated including cloud, big data and data analytics, the internet of things, mobile etc. To connect customers with information, data and things is of vital importance thus the digital strategy needs to facilitate this integration and allow customers to interact with the organisation’s product and services.

Businesses need to create revenue from digital technology and thus need a strategy that creates a digital edge, where digital information and physical things combine in new ways to create value and revenue. In order for organisations to achieve this digital edge they need to transform processes, business models, internal behaviour and the customer experience by exploiting the ever-growing digital connections between systems, people, places, and things.

**IT Strategy**

Business pressures in this fast moving market place combined with disruptive technologies that have implications for virtually every business sector have implications for every business. Having said that IT is ideally placed to drive business innovation and customer value by ensuring IT is delivered as-a-service, i.e. agile, flexible, fast and secure.

Executives must balance the need to thrive with creating value and managing risk. Removing individual information silos and tailored IT provision for individual departments and budgets is of crucial importance. Business leader need to move beyond cost reduction to reaching out and collaborating with key internal and external stakeholders, such as technology partners, suppliers and customers to pave the road for innovation and growth.

**Cloud Strategy**

While Cloud has been around for some years many business understand that they need to be in the cloud they still struggle with the journey to the Cloud, which hasn’t been helped by the fact that every reseller, vendor, manufacturer or system integrator calls everything cloud even if the solution / service is provided on the customer’s premise. Cloud is here to stay which is exemplified by the fact that every successful software vendor offers cloud (or software as a service) by default –also referred to as Cloud-first methodology- and software delivered as an on premise solutions is only treated as an afterthought. Software is the key denominator in the technology sector as it drives everything from network to infrastructure and security thus if software is predominantly delivered from the cloud then business and their IT strategy need to incorporate this trend and become cloud ready and cloud native.

**Business Transformation**

Business transformation is differentiated from continuous organisational improvement in that it requires leadership rather than management in driving through business-wide changes. Business transformation can last several years to address major disruptions and new market opportunities and incorporates the way the business is structured, its route to market driven by defined outcomes and with a real focus on generating customer value.

Getting transformation started is often the biggest problem, e.g. it’s easier to initiate transformation when the organisation is a failing rather than successful but complacent business.

A successful business transformation strategy includes the market and channel strategy, business model strategy and operating model strategy.

**UK / EMEA Market Entry Strategy**

Many businesses strive to enter the UK market place, one of the most vibrant, innovative, fast-moving and challenging, but attractive markets in EMEA. Finance, insurance, high tech, healthcare, media, retail, manufacturing, pharmaceutical or energy markets are all key growth markets that attract foreign business interest. However go-to-market options, customer behaviour, legal frameworks, compliance and data security or competitors are all key factors to analyse and address for any new market entry to be successful. Too often business are trying to replicate a success story from other countries in the UK and are seeing their enterprises fail simply because the UK market was not researched sufficiently and specific market parameters not considered.

Similarly UK enterprises are looking to sell their products and services in EMEA and are failing to address similar issues and do not consider market variations or differences in language, employment law, channel behaviour or organisational structure in their target markets.

Our Market Entry Strategy – based on learned experience will guide business in their European endeavours and reduce risk, obligations and cost by providing focused analysis and consideration of the chosen target market while ensuring the business identity and strategy is incorporated and fine-tuned to the local market requirements.

**Business Process Outsourcing (BPO)**

Our business process outsourcing services manage vital front and back office processes, allowing our clients to focus on their core business. Furthermore our BPO services consider the key business functions, including management, operational and supporting processes and ensure business process effectiveness and efficiency and meeting compliance requirements.

We offer our clients solutions that are specifically developed for their industry and our aim is improve efficiencies and reduce operating costs whilst delivering a service that is flexible enough to enable change, but stringent enough to manage compliance and regulation demands.

**Sales and Marketing Strategy**

We help businesses in developing and implementing sales and marketing strategies that transform the way they interact and engage with their customers.

Market places are changing quickly, be that through growing globalisation or omnipresence of products and services and fast moving competition or new global competitors operating with much reduced cost models and fighting for customers by competing on cost or flexibility rather than quality.

Innovative sales marketing strategies not only help attract customers, but also convert them into loyal product and service advocates. We help drive growth and improve marketing & sales output and performance by developing successful strategies, planning and tailoring the effective implementation, execution and review of these strategies.

**Strategic Planning**

The current fast moving global economy has caused implications in several key business areas such as customer value perceptions, buying behaviour, value chain changes or competition. Having said that the fundamentals of strategic planning are still valid today:

* Statement of Purpose & Core Objectives
* Customers, Channels and Partners & Competition
* Products and Services & Development Plan
* Financial Plan
* Potential Problems & Dependencies
* Tactical Plan

Our premise is that tactical decisions should always be aligned with the strategic plan and based on clear objectives. Reactive strategies might work in the short-term, though it is the long-term strategies that will generate sustainable growth and customer value generation.

**Strategic Cost Reduction**

While cost cutting may no longer be the number one strategic priority for organisations it still presents a key focus for business strategy. In our experience businesses need an approach to cost management and reduction that is not only about cost reduction. A more sensible approach to addressing businesses challenges is strategic cost reduction, which achieve two possible outcomes.

1. **Operating advantage** – the goal is to rationalise, simplify and automate operational capabilities to deliver improvements that produce commercial value such as vendor management cost reductions, headcount reductions, marketing spend reduction, process improvements, output improvements etc.
2. **Structural advantage**, the goal is to determine the best structure, product and service portfolio and assets required to focus on the core business strategy, sustained efficiency and long-term growth achieved by off-shoring initiatives, strategic outsourcing to gain access to utility style pricing models, consolidating product or customer portfolios etc.

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