



2020

**WE ASKED 5 UK
COMPANIES WHAT
THEIR GROWTH
PLANS WERE**

G R O A T H 

 UNIVERSITY of
BRADFORD
School of Management

SO WHAT WILL THRIVING BUSINESSES HAVE IN COMMON IN 2019?

We teamed up with Sequencx consulting as part of the Bradford University MBA programme to deliver a capability audit and in depth research on the real challenges faced by small businesses in today's climate and with Britain's pending exit from the EU. We wanted to understand how well they were performing and what they were planning to do to solve problems and get prepared for better growth

KEY TAKEAWAYS

We spoke to senior business leaders in the food, retail, clinical and manufacturing industries.

5/5

Of the 5 companies we interviewed, all expressed the fact that despite having clear goals, there was a need for better growth systems within their businesses

Strategic Vision

Strong strategic vision was a key feature in the highest scoring company

Strong Leadership

strong leadership of people across the business was identified as a key area for opportunity to drive efficiency and growth

MARKETING FOR GROWTH

Sales focused companies indicated plans to invest more in digital marketing

Profit, and turnover were the most commonly used words across interviews and all business leaders expressed a desire to be more strategic in their approach. The digital marketing strategies discussed were advanced email marketing, web content development, and inbound marketing automation.



STRONG LEADERSHIP

Out of the 5 leaders we interviewed, 4 saw management, motivation and team development as central to sustainable growth

We believe that in future the best teams will win more conversions, more customers and more referrals. Businesses will need to do what they say they will and deliver authenticity to maintain a competitive advantage. CEOs that lead by example will inspire their teams to work better to drive a better overall customer experience, and businesses that embrace new skills, tools and technology will become more efficient and provide better value. Companies who regularly review activity will find new opportunities.

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We've been testing new strategies to find what works and as we grow we will need to automate more and more

COO - Clinical Technology Company

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