

# Business Strategy & Direction

Vision, mission and evidence-led choices. A practical route forward.



## PROFESSIONAL FEE

### Scoped fee

Agreed before work begins

## DELIVERY

### By agreement

Scope and timing confirmed upfront

## BEST FOR

### Owner-led SMEs

Seeking direction, focus or a growth plan

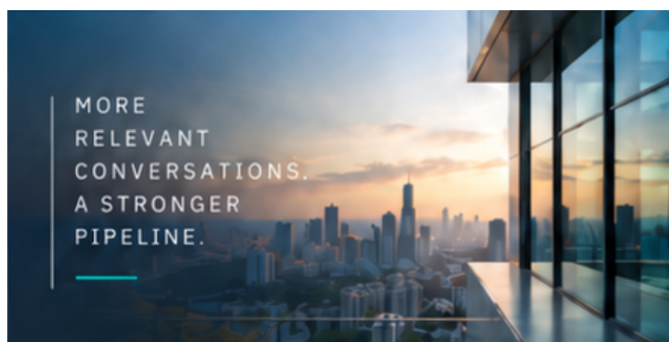
## PRIMARY OUTCOME

### Clear priorities

A practical route from ambition to action

## The client question

*“Where are we going, why does our business exist, and what should we do next?”*



## Direction before decisions

For owners reviewing their direction, preparing for growth or aligning a leadership team. Build on what already works and focus the review on the decisions that matter.

## How SBS works

### 1 Agree the focus

Define the decision, scope, inputs, fee and timing.

### 2 Review the evidence

Combine your business context with relevant research.

### 3 Evaluate the options

Identify priorities, risks and practical choices.

### 4 Plan the next steps

Discuss findings and agree a workable roadmap.

## Suitable when

You need clearer direction, leadership alignment, a growth decision or an actionable strategy.

## Scope and boundaries

Scope and outputs agreed upfront. Implementation, extensive market research and specialist legal, tax or financial advice are separate unless agreed.

## What the engagement can cover

### 1 Vision and mission

Define the future you want to build, whom the business serves and the value it exists to provide.

### 2 Evidence-led SWOT analysis

Assess strengths, weaknesses, opportunities and threats using your business context and relevant evidence.

### 3 Customers, markets and positioning

Review customer needs, competitive position and the opportunities worth exploring.

### 4 Strategic choices and objectives

Agree where to focus, what to prioritise and which measurable outcomes should guide decisions.

### 5 Practical action roadmap

Translate priorities into actions, owners, dependencies and proposed review dates.

### 6 Leadership alignment and read-out

Discuss the findings via Microsoft Teams, challenge assumptions and agree the next steps.