

## £1–5m SME Growth Reset Framework

### Purpose

To move an SME from effort-led growth to repeatable, commercial growth by fixing leadership, focus, and leverage points.

### Phase 1: Diagnose the Real Constraint (Stop Guessing)

Goal: Identify what is limiting growth right now.

Diagnostic Question	What You'll Often Find at £1–5m	What It Means
Where does revenue really break down?	Leads exist but don't convert	Funnel constraint
Who owns growth outcomes end-to-end?	Founder or no one clearly	Leadership gap
What has the lowest return on spend?	Marketing activity without impact	Capital misallocation
Are decisions fast and decisive?	Consensus-driven, delayed calls	Authority problem
Is growth repeatable?	Wins rely on individuals	No growth engine

Output: One clearly defined growth constraint (not a list).



## Phase 2: Reassert Leadership & Ownership (Fix the System)

Goal: Create clarity before changing tactics.

What Must Be Set	What Changes	Why It Matters
Single growth owner	One person accountable	Accountability restores momentum
One primary growth objective	Revenue / pipeline / CAC	Focus replaces noise
Decision authority	Ability to stop activity	Losses are capped early
Commercial milestones	Time-bound checkpoints	Progress becomes visible

Rule: If leadership isn't clear, no tactic will compound.



## Phase 3: Pull the Right Growth Levers (Not All of Them)

Goal: Apply pressure only where it moves revenue.

Growth Lever	Typical £1–5m Issue	Reset Action
Positioning	Too broad or diluted	Sharpen value to one ICP
Funnel conversion	Volume over quality	Fix weakest stage first
Sales alignment	Leads don't close	Align marketing to sales reality
Spend allocation	Historic budgets	Reallocate by return
Agency use	Execution without direction	Constrain agencies with outcomes

Rule: Pull 1–2 levers at a time. More breaks momentum.



## Phase 4: Strip Back Activity & Noise (Create Headroom)

Goal: Free time, cash, and attention for what matters.

What to Cut	Why It's Holding Growth Back
Low-impact channels	Dilute focus and ROI
Vanity metrics	Mask real performance
Always-on activity	Protects effort, not results
Retainers without milestones	Normalise underperformance

Result: Capital and attention are redeployed to growth, not motion.



## Phase 5: Install a Repeatable Growth Cadence

Goal: Make growth predictable, not heroic.

Cadence Element	What Good Looks Like
Monthly growth review	Decisions, not reports
Quarterly reallocation	Budget moves by return
Clear stop / scale rules	No sunk-cost thinking
Independent challenge	Assumptions tested early

### The £1–5m Growth Reset Test

If your business needs more effort to grow each year, explains results instead of showing them, and relies on the founder to unblock progress, then you don't need more activity. You need leadership pulling the right levers.

### Where This Framework Typically Leads

Fractional leadership before full-time hires.

Fewer agencies, better ROI.

A clear growth engine beyond the founder.

Momentum restored within 90–180 days.

