

**“YOU’RE GONNA NEED
A BIGGER
BOAT”**



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There comes a moment when you realise that

**WHAT YOU'VE GOT NOW
WON'T GET YOU TO WHERE YOU
WANT TO GO**

It's called

A STRATEGIC INSIGHT





?

HOW DOES IT HAPPEN?

EVENT

Sometimes an
event can trigger
a new
perspective

PROCESS

Sometimes it
comes from
asking the right
questions!



HOW BIG DOES THE BOAT NEED TO BE?

When you ask searching questions it is important to be both



**QUANTITATIVE
AND QUALITATIVE**



To understand the key numbers in your business it helps to

BREAK IT DOWN INTO KEY AREAS

PRODUCTS



PROCESSES



PEOPLE



Asking yourself about

WHAT YOU WANT YOUR BUSINESS TO ACHIEVE

Requires thinking about the question

**WHAT DO YOU WANT YOUR
BUSINESS TO BECOME?**



WHAT HAS YOUR EXPERIENCE BEEN?



Join the conversation
in the comments below

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EXPERTS IN STRATEGIC BUSINESS GROWTH

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