

Growth Ready Reckoner Checklist

Essential Principles for Strategic Expansion

01

Pursue Profitable Growth

Always anchor your expansion in profit. Growth for its own sake is rarely sustainable; seek opportunities where returns justify the effort.

02

Assess Small Markets Critically

Don't waste resources on minor markets unless there's a compelling strategic rationale, such as unique access to talent or capabilities you can't find elsewhere.

03

International Expansion – Prepare, Don't Gamble

Resist the urge to expand globally on enthusiasm alone. Thorough research and a crystal-clear entry strategy are non-negotiables. Major global cities demand significant investment and patience; approach with caution and a long-term view to avoid costly missteps.

04

Limit Global Reach for Focus

Until your business achieves steady growth and a robust pipeline, keep your international scope tight, two regions are enough. This allows you to concentrate efforts and avoid the distractions of endless travel and scattered communications within various time zones.

05

Be Strategic with Sector Leaders

Before hiring niche sector experts, ensure your team and portfolio can support credible market entry. Breaking into complex sectors (Aviation, Health, Defence) can take one to three years; fortify new sector leaders with targeted investment and reliable support.

06

Verify Project Viability Abroad

Large foreign projects can be alluring, but don't assume size equals security. Always conduct rigorous due diligence to ensure payments are reliable and risks are understood.

07

Leverage Local Projects, But Strategise Market Entry

Using a local win as a springboard is wise, but it's no guarantee of success. Market penetration demands a sophisticated approach — blend local talent, strategic hires, and an authentic grasp of cultural nuances, grounded in diligent research.

08

Directors: Fewer, But More Impactful

In the first 10 years of a business, prioritise manpower over a multitude of directors. Every director should be a 'winner-doer' generating work directly or actively supporting business development through technical excellence, client management, or mentoring junior talent.