

WHAT FASTER-GROWING MID-SIZE BUSINESSES DO DIFFERENTLY

A faster-grower is a business that expects 5% - 60% nominal growth in FY2015-2016



MANY MID-SIZE BUSINESSES FALL INTO ONE OF TWO CAMPS

Those struggling to grow and those struggling with growth. Our study uncovered the key characteristics of fast growers, and the four growth engines to power them forward in the years ahead.

faster-growers are



faster-growers identify as



faster-growers areas of concern



What faster-growers do differently

MANY FASTER-GROWING MID-SIZE BUSINESSES ARE POWERED BY SELF-CREATED ENGINES, PIONEERED AND DEVELOPED THROUGH BOLD GROWTH STRATEGIES INCLUDING:

New products & services

They are closer to their customers and actively invest and manage their product development strategy, pipeline and process.

New technology

They invest in new technology in a timely way and see staying abreast of technology as a competitive edge.

New markets

Think differently about new markets. In an increasingly digital world, companies can make a leap from local to global much earlier and easier.

New acquisitions

Leverage the benefits of acquisitions i.e. new resources (cashflow and/or skills), business synergies, risk diversification, economies of scale or direct access to new markets.