

The business owner's guide to growth

A free guide





Going for growth

You'll know how important growth is to secure a bright future for your business. Sustainable growth is the lifeblood of businesses. It sets the stage for long-term success and survival in a competitive market. Growth gives you a competitive edge by expanding your market share, enhancing brand recognition, and increasing customer loyalty.

Every business starts small. But you've got big ideas, you're entrepreneurial, ready to grow and you want to know the best way to do it. To help you navigate this exciting journey, we've created this guide to empower you to take your business to bigger things.

Increase efficiency

Maximise your business' growth potential by working smarter, not harder. Review your processes - can you spot any inefficiencies and unclear procedures hindering productivity and draining your resources? By optimising your operations and streamlining your processes, you'll save valuable time and money. Look for opportunities to improve, automate or simplify tasks. This can boost productivity and get your business running more efficiently. From on-time delivery to service quality, by being more efficient you can continually improve what you do and how you do it.

Did you know?

Companies lose between **20% and 30%** of their revenue annually due to inefficiencies. (IDC)

Save costs

Running a business can be challenging enough but when you're trying to grow, it might feel like your expenses are as well. Time to be savvy, take a look at your expenses and identify areas where you can cut costs. Consider negotiating with suppliers for better rates or switching to more cost-effective alternatives.

Think about outsourcing time-consuming tasks, this can be more cost-effective than hiring full-time employees and allows you to focus on what matters most - boosting your bottom line and bossing your business.

Focus on your priorities and carefully budget. Paying close attention to your running costs will allow you to make informed decisions that will help your business grow while keeping costs low.





Focus on customer experience

Experience is everything. In fact, consumers will pay a 16% price premium for a great customer experience (PWC). Putting the customer at the centre of your business is not only key to their satisfaction it's also the fuel that powers your growth. Experience is the impression you leave with your customer, resulting in how they think of your brand, across every stage of the customer journey

Deliver exceptional customer experiences and you'll earn more sales, drive loyalty, brand advocacy and referrals. Customers are your best resource for growing your brand awareness, provide them with a good

experience and they'll promote your business through word of mouth and boost your revenue. If you're offering a better customer experience than your competitors, it will set your business apart and be the reason they'll choose you. Building customer experience into the heart of your business will also make sure you maintain this core value as you grow.

Companies that excel in customer experience have revenues up to **8%** higher than those that don't. (Bain)



Top tip: Encourage customer feedback and actively listen to their opinions. Use their insights to find areas for improvement and make changes that enhance their experience. You can use customer satisfaction surveys, follow up emails or review sites.

Continually improve

The best businesses are always looking for ways to improve. Finding what could be better, more efficient, the little gains that position your business for long-term success. A continuous improvement culture encourages better outcomes, processes, and customer experiences. Reviewing and learning, seeking feedback, and making changes to enhance efficiency, quality, and overall effectiveness. With each step forward, you'll gain a deeper understanding of your business, find areas for improvement, and seize growth opportunities. By embracing continuous improvement, you can stay ahead of the competition, respond to evolving customer needs, and nurture a culture of excellence.

Embrace change

When the growing gets tough, resilience is key. Slip-ups will happen but it's how you learn from them that counts. Embracing change will help you overcome challenges and even see them as opportunities, this is what will keep your business competitive and sustainable. Change is constant but if you're always innovating and looking at ways to do better, you'll find opportunities for growth, strengthen your business and make it future-ready.





The way to grow

When you've got so much to think about and balls to juggle, you feel like you need someone to support you and show you the best way to do something. That's why an ISO is the go-to solution for businesses worldwide. ISO Standards are developed by industry experts from around the world and describe the best way of doing something. By meeting these Standards of best practice, you can achieve ISO certification which unlocks doors to new opportunities and gets you recognised for all the right reasons.

Not sure where to start? That's where ISO 9001 comes in - It's the ideal foundation for growth.

ISO 9001

When you're going for growth but want to save costs in the process, ISO 9001 is a game-changer. ISO 9001 is the world's most recognised quality management system Standard. It's designed to help you continually improve what you do and how you do it. And the best part? It's made for any business of any size. Think of it as your best practice framework for growing your business.



ISO 9001 empowers businesses to optimise processes, increase efficiency, and reduce risks, leading to improved performance and a solid foundation for sustainable growth.



It has a strong focus on meeting customer requirements and delivering high-quality products or services. This will help you boost customer satisfaction, build trust, and establish a reputation for excellence.



ISO 9001 certification serves as a mark of quality and reliability. It increases confidence in customers, assuring them that your business follows robust quality management practices. This, in turn, helps attract new customers and retain existing ones, paving the way to sustainable growth.

What are the top benefits of ISO 9001 certification?

- ✓ Win more business
- ✓ Save costs and boost profits
- ✓ Increase productivity and efficiency
- ✓ Stand out from the competition
- ✓ Increase customer satisfaction
- ✓ Make your business more resilient

Case study

"If it wasn't for the ISO, the business would have had to take a pause, delaying proceedings and putting us firmly behind the curve."

With ISO certification you'll make your business more adaptable and ready for anything. That's exactly what family run business, LS Build, found thanks to the processes put in place by their ISO 9001.

See how an ISO kept their company afloat when crisis struck > [Read now](#)



And it doesn't stop there!

There are more best practice frameworks that can help you grow your business and achieve your goals, whatever they might be! Take a look at some of the other top ISO Standards that will get you standing out from the crowd and unlocking new opportunities.



ISO 27001 - information security management

ISO 27001 will give you all the tools to protect sensitive information in your business, manage cyber security risks and maintain data confidentiality. It's the ideal way to show customers you're all about security and get recognised for being safe to work.



ISO 14001 - environmental management

Want to show your commitment to sustainability? With ISO 14001 you can reduce your business' environmental impact, lower your energy usage, cut costs and your carbon footprint.



ISO 45001 - occupational Health & Safety

ISO 45001 is the occupational Health & Safety management system Standard designed to reduce work-related accidents. Not only does it keep your people safe, but it can also even help you win more business. You'll show the world you're committed to Health & Safety in your business and care about your social responsibilities.



ISO 45003 - psychological Health & Safety

This is the world's first International Standard to address psychological health and wellbeing in the workplace. From keeping your employees happy and safe to reducing absences and saving you money, ISO 45003 shows you're committed to building positive work environment.

Citation ISO Certification – proud to support businesses across the UK

If you want to get your growth in motion and become ISO certified, we'll help you all the way. Even if you're going it alone, you're not on your own and it's not as scary as you might think. It's based on how your business systems currently operate and basically makes them better and helps fill the gaps to get your business up to Standard.

At Citation ISO Certification we help businesses of every size and sector with a fast, simple, and cost-effective route to ISO certification. We are one of the UK's leading certification bodies and we're by your side throughout your ISO journey. No complicated jargon just simple expert advice to help you achieve certification in as little as 45 days.

If you have any questions or would like the help, guidance and advice of our expert team, you can call us on **0333 344 3646** or email ISOsales@citation.co.uk for a chat about what you need and to get the ball rolling.