

---

# Growth Proposal

---

**Presented By**

Sean Linehan Growth Advisor

---

# Outline

Define and Deliver Growth and  
Increase Valuation Multiple

<b>03</b>	Executive Summary
<b>04</b>	Key Themes
<b>05 - 12</b>	Challenges and Outcomes
<b>13</b>	Engagement Structure
<b>14</b>	Timeline
<b>15</b>	Final Note
<b>07</b>	Next Steps

# Executive Summary

[Back to Outline](#)

My client is at a pivotal inflection point.

With the Board transitioning from four to three members, the company sits in a high-value sector with significant untapped opportunity particularly in their markets and geographies.

But challenges in board succession planning, strategic direction, and commercial speed are slowing growth and limiting investor appeal.

This proposal sets out a 3-month engagement designed to build executional momentum, remove internal bottlenecks, and begin shaping their value narrative in line with a premium valuation.

# Key Themes

Headlines for alignment, Goal Setting, Capability Uplift and Enduring model

[Back to Outline](#)

**FORMALISE SUCCESSION  
PLANNING**

**IMPLEMENT A STRATEGIC  
GROWTH DASHBOARD**

**SHIFT TO VALUE-BASED SELLING**

**DEFINE AND BROADCAST A  
SHARED VISION**

**CREATE ACCOUNTABILITY  
THROUGH OKRS**

**SURFACE HIDDEN VALUE IN PSL'S  
DATA ASSETS**

**STRENGTHEN LEADERSHIP  
DEPTH**

**DRIVE TOP-LINE REVENUE  
GROWTH**

# Formalise Succession Planning

[Back to Outline](#)

## Challenge

- Director exit ambitions lack clarity and structure.
- Current succession paths lack formal planning, clarity, or readiness.
- Current valuation is low and does not support exit ambitions

## Proposal

Facilitate a board-level succession workshop. Define, document, and pressure-test leadership transitions.

## Outcomes

- Agreed exit pathway for each Director
- Succession map with leadership readiness actions
- Reduced risk, improved investor confidence
- Starting point for their “future state” narrative

# Implement a Strategic Growth Dashboard

[Back to Outline](#)

## Challenge

- Current reporting is retrospective. Board decisions are based on lag indicators rather than forward-facing insights.
- Debates on data as opposed to opportunity.

## Proposal

Design a strategic dashboard capturing growth Objectives and Key Results (OKR's), commercial metrics, and predictive KPIs.

## Outcomes

- Proactive board conversations focused on acceleration
- Board meetings become action-oriented, not report-heavy
- Improved visibility into future growth levers

# Shift to Value-Based Selling

[Back to Outline](#)

## Challenge

- They are selling too late and too low in the client value chain, limiting both revenue and impact.

## Proposal

Reposition the commercial story around client outcomes and bundle services strategically. Train client-facing teams in consultative selling and strategic messaging.

## Outcomes

- Larger, higher-margin deals
- Access to senior decision-makers earlier in sales cycles
- Unified GTM message across sales, marketing, and delivery
- Stronger brand perception and sales assets

# Drive Top-Line Revenue Growth

[Back to Outline](#)

## Challenge

- Financial goals outpace current commercial results.
- Margins and revenue are insufficient to support a high-multiple exit.

## Proposal

Run a focused 90-day revenue sprint. Optimise pricing, identify cross-sell levers, and activate new market opportunities.

## Outcomes

- Immediate revenue uplift
- Commercial momentum aligned with exit objectives
- Reduced reliance on external financing



# Define and Broadcast a Shared Vision

[Back to Outline](#)

## Challenge

- There is no unifying, energising vision across leadership and teams. Direction feels tactical, not strategic.

## Proposal

Facilitate a leadership alignment session. Craft a compelling strategic narrative and internal comms toolkit.

## Outcomes

- Unified company direction
- Higher internal morale and accountability
- Clearer messaging for clients and potential investors

# Create Accountability Through OKRs

[Back to Outline](#)

## Challenge

- Low visibility on performance.
- Missed goals go unaddressed.
- Teams operate in silos.

## Proposal

Implement OKRs across key functions. Introduce a monthly review cadence and manager scorecards.

## Outcomes

- Company-wide alignment on priorities
- Clear ownership and delivery rhythm
- Reinforced performance culture

# Surface Hidden Value in Data Assets

[Back to Outline](#)

## Challenge

- The clients proprietary data and insight IP is not positioned as a monetised or strategic asset.

## Proposal

Conduct a valuation and asset-mapping exercise. Build a data-led value story into investor materials. Get the assets correctly positioned on the balance sheet.

## Outcomes

- Improved positioning for PE or strategic buyers
- Clearer articulation of intangible value
- Support for an enhanced valuation multiple

# Strengthen Leadership Depth

[Back to Outline](#)

## Challenge

- Key capability gaps are slowing execution, particularly in middle management.

## Proposal

Conduct a leadership capability audit. Identify short-term gaps and create a hiring/training roadmap.

## Outcomes

- Faster decision-making and delivery
- Fit-for-purpose leadership to support scale
- Future-proofing against key-person risk
- Teams see new leadership as enablers

# Engagement Structure

Duration: 3 Months

Format: Hybrid advisory and enablement. This advisory engagement would be priced as a flat monthly retainer with defined deliverables and milestones. A detailed scope and fee structure can be finalised following the scope alignment call.

Core Activities			
<i>Weekly 1:1s with MD</i>	Monthly board-level reviews	Fortnightly senior team workshops	Cross-functional strategy and enablement sessions
Deliverables			
<i>Strategic dashboard</i>	Succession and readiness map	Vision narrative and communications assets	Sales toolkit and commercial messaging
Revenue sprint plan with OKRs	Data valuation and investor story	Leadership capability matrix	Full Engagement Write Up

[Back to Outline](#)

# Timeline (Illustrative)

[Back to Outline](#)

This will be confirmed during scope call

Deliverables		
Phase	Deliverable	Target Date
Week 1	Kick-off & Dashboard Draft	Aug 9
Weeks 2–3	Succession Planning + Vision Session	Aug 23
Week 4	Sales Narrative + Sprint Plan	Sept 2
Weeks 5–6	OKR Rollout + Change Management	Sept 16
Weeks 7–9	Leadership Audit & Talent Plan	Oct 7
Weeks 10–12	PE Valuation + Wrap-Up	Nov 15

# Final Note

[Back to Outline](#)

## Challenge

- The client doesn't need more discussion it needs decisive action.
- The opportunity is real, but so is the cost of delay.
- This proposal is designed to unlock traction, energise leadership, and sharpen your valuation narrative.

## Engage and Act

The future is either created now or it slips into someone else's hands.

## Next Steps

- Confirm date for scope alignment call
- Agree decision-making structure
- Activate formal advisory engagement

Contact us.

Email

**sean@seanlinehan.uk**

Call us

**07801 101066**