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**HAMILTON BRADSHAW**  
Investing in people with passion

## It's time to reinvent yourself with new customers, sectors or markets

### Ask James



James Caan

If you have a product or service which could go global, you should seriously think about it. But first do your research and ensure that you have an understanding of the local culture and politics.

■ For more expert advice, follow James on [www.linkedin.com/influencer/jamescaan](http://www.linkedin.com/influencer/jamescaan)

*Dear James*

MY business has been running for five years. We're doing well and we have a number of regular customers but I'm worried that we're becoming stagnant. I'm not sure what we can do to improve growth. What do you suggest?  
*Elisa Johnson, Bexley*

MANY businesses experience this, usually three to five years into operation. The honeymoon period

has ended and your initial success spike has slowly faded.

Now you have established your name in the market, it's time to

reinvent yourself. So what can you offer that your competitors can't?

When you're looking to achieve growth, you need to assess where it will come from. Will it be new customers, sectors or markets?

When looking to grow into new sectors or markets, you must evaluate whether you have the expertise and experience within your organisation successfully to pursue those new growth opportunities. If you don't, then you need to attract

additional people who bring you that expertise and experience. Success is all about people. They are the foundations of any business and if you aren't putting your energies into making sure you have the best team around you, I'm not surprised you're experiencing a dry patch.

Think about your growth plan carefully. If it isn't happening as you had hoped, stop before you burn too much capital.

Have you thought about exporting?