

PLAYBOOK

Growth Strategy Playbook

A practical framework for B2B leadership teams ready to scale beyond a revenue plateau.

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Why growth stalls

For growth-stage businesses, the hardest question isn't whether to grow - it's where to focus. Revenue plateaus are rarely a market problem; more often they are a focus problem. This playbook sets out the framework Meridian uses to help leadership teams define where to play and how to win.

The four-stage framework

1. Diagnose

Establish the baseline: pipeline health, win rates, sales-cycle length, and ideal customer profile (ICP). You cannot fix what you have not measured.

2. Define where to play

- Sharpen the ICP - which segments are most winnable and most valuable.
- Map the competitive landscape and your differentiated position.
- Identify one or two new verticals or markets worth testing.

3. Decide how to win

- Refine the go-to-market motion and messaging by segment.
- Optimise pricing - often the quietest, fastest lever on margin.
- Prioritise the few initiatives that move the needle most.

4. Build the roadmap

Translate strategy into a 12-month roadmap with milestones, owners and KPIs. Typical Meridian engagements run 6-12 weeks and deliver 2-4x pipeline growth within 12 months.

Next step

Book a free 30-minute strategy call to pressure-test where your real growth opportunity is:
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