



the silent growth killer

IN 65% OF SMALL BUSINESSES

It's a staggering paradox: research shows that 70% of businesses that survive beyond five years attribute their success to having a strategic plan, yet 65% of SMEs admit they don't have one. This glaring disconnect raises an important question: why do so many businesses avoid writing business plans, even when the evidence overwhelmingly supports their value?

For many, running a business without a plan is like diving into the unknown without a map or compass. While the initial leap may feel exciting, the lack of direction quickly turns into uncertainty, wasted effort, and missed opportunities.

THE MYTHS AND MISCONCEPTIONS ABOUT PLANNING

For many, the reluctance stems from common myths about the planning process:

"It's Too Time-Consuming"

Entrepreneurs often see business planning as an overwhelming task that will consume precious time. With so many pressing priorities, creating a formal plan is perceived as a luxury rather than a necessity.

"It's All in My Head"

SME owners frequently claim their goals and strategies are clear in their minds. However, without formalising these ideas, they risk overlooking blind spots and missing opportunities. A written plan provides clarity and structure, turning abstract ambitions into actionable strategies.

"Planning Is Only for Startups Seeking Investment"

While business plans are commonly associated with funding pitches, they serve a far broader purpose. A strategic plan acts as a roadmap, helping businesses align teams, prioritise goals, and maintain focus during periods of growth, change, or challenge.

"Planning Can't Predict the Future"

While it's true that no plan can anticipate every scenario, planning is about preparation, not prediction. By identifying risks and opportunities in advance, businesses can navigate uncertainty with confidence.

THE COST OF NOT PLANNING

The lack of a strategic plan can lead to a myriad of challenges including:

- Leadership burnout
- Wasted time and resources
- Missed opportunities as teams operate without clear direction
- Difficulty adapting to changes or measuring progress
- Misalignment across teams, causing inefficiency and frustration
- Poorer profitability
- Erosion of the founding company culture

Businesses with a written plan are 30% more likely to achieve growth than those without one. So why take the risk of operating without a clear strategy?

PERSPECTIVE ANALYSIS - BREAKS DOWN BARRIERS

For those overwhelmed or underwhelmed by traditional planning methods, Perspective Analysis from Equipt offers a fresh approach. Tailored specifically for SMEs, it's designed to overcome the obstacles that prevent many businesses from planning effectively.

Tailored Simplicity

Rather than burdening you with complex frameworks, Perspective Analysis focuses on what matters most: your goals, resources, and vision for the future. By breaking the process into manageable steps, it makes planning approachable, actionable and agile.

Engaging and Actionable

This isn't a one-size-fits-all solution. Perspective Analysis delivers strategies uniquely tailored to your business. Through workshops and collaborative sessions, the process ensures every step is focused on achieving clarity and driving action.

Empowering Insights

By encouraging deep reflection, Perspective Analysis uncovers hidden opportunities and risks. This allows businesses to move beyond surface-level plans and develop strategies that deliver meaningful results.

A Collaborative Roadmap

The process fosters team alignment and shared ownership. By involving key stakeholders, Perspective Analysis ensures everyone is working toward the same objectives, strengthening buy-in and accountability.

The Competitive Advantage

In a world where only half of businesses survive beyond five years, having a strategic plan can be the difference between thriving and failing. With Perspective Analysis, you can bridge the planning gap, creating a dynamic roadmap that evolves with your business.

More than just a plan, Perspective Analysis embeds strategic thinking into your organisation, equipping you to tackle challenges, seize opportunities, and outpace competitors.

GET STARTED TODAY

The question isn't whether you can afford to plan—it's whether you can afford not to.

Email us at info@equipt.co.uk to discover how Perspective Analysis can help you achieve clarity, focus, and growth, today.

"AS AN EMPLOYEE AND THEN DIRECTOR IN THE SAME BUSINESS FOR OVER 25 YEARS I THOUGHT I KNEW IT INSIDE AND OUT, BUT WE HAVE IDENTIFIED STRENGTHS AND WEAKNESSES WHICH WERE NOT EXPECTED. EQUIPT'S INSIGHTFUL AND SYSTEMATIC APPROACH HAS PUT US IN A MUCH BETTER PLACE TO WARD OFF THREATS & TAKE ADVANTAGE OF OPPORTUNITIES. "

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