

January 2025

Welcome



Format for today

- Introductions and Theme 1230-1240
- Insights Sarah Simons – Founder & Director British Baby Box 1240-1300
- Break Out sessions 1300 – 1400
 - ‘Spotlights’
- Return for wrap up/ Take-Aways 1400-1410
 - Take-Aways – 2 minutes/room
 - Closing remarks
- Q&A for visitors 1410-1420



House Rules

- Online etiquette
 - Mute when not speaking
 - Try to avoid interruptions/ distractions
- Use the chat room
- Confidentiality – Chatham House Rules
- Challenge and be Challenged!
- Be open/ Look for take-aways/ actions
- Try to help rather than ‘sell’
- If you have to leave a breakout room early, please return to the main room first to let us know

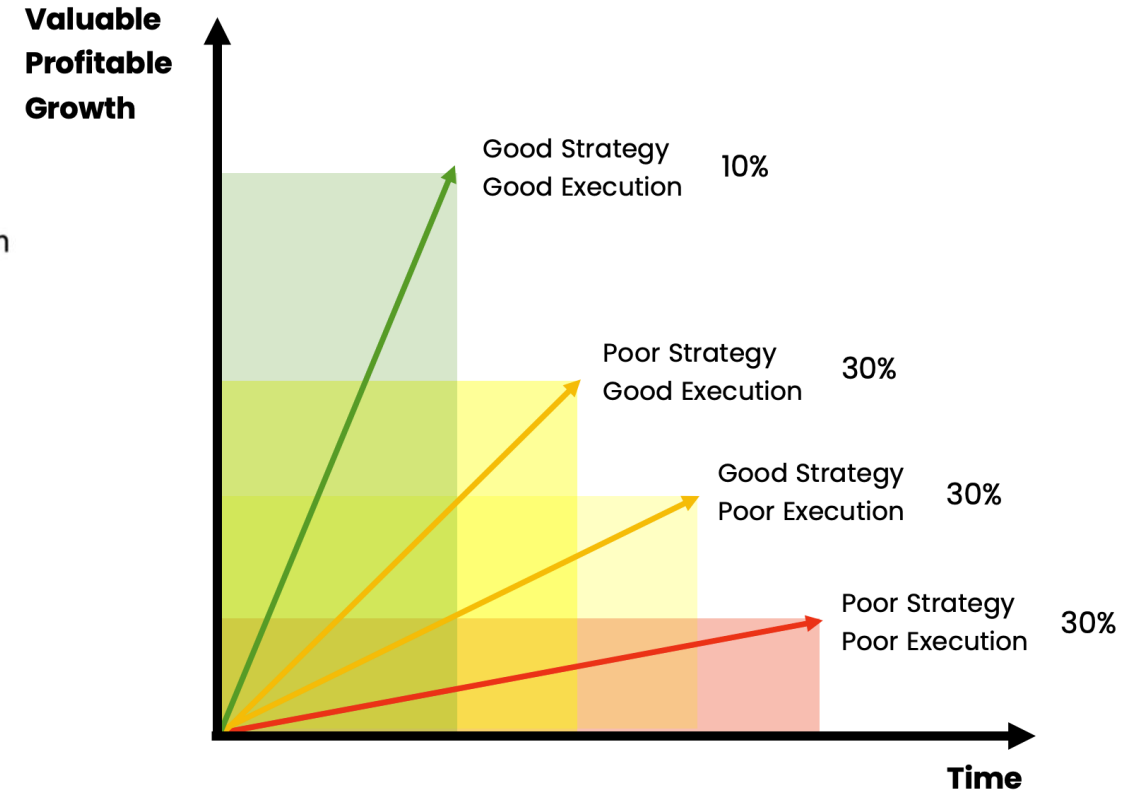
1 NUMBER OF BUSINESSES IN THE UK

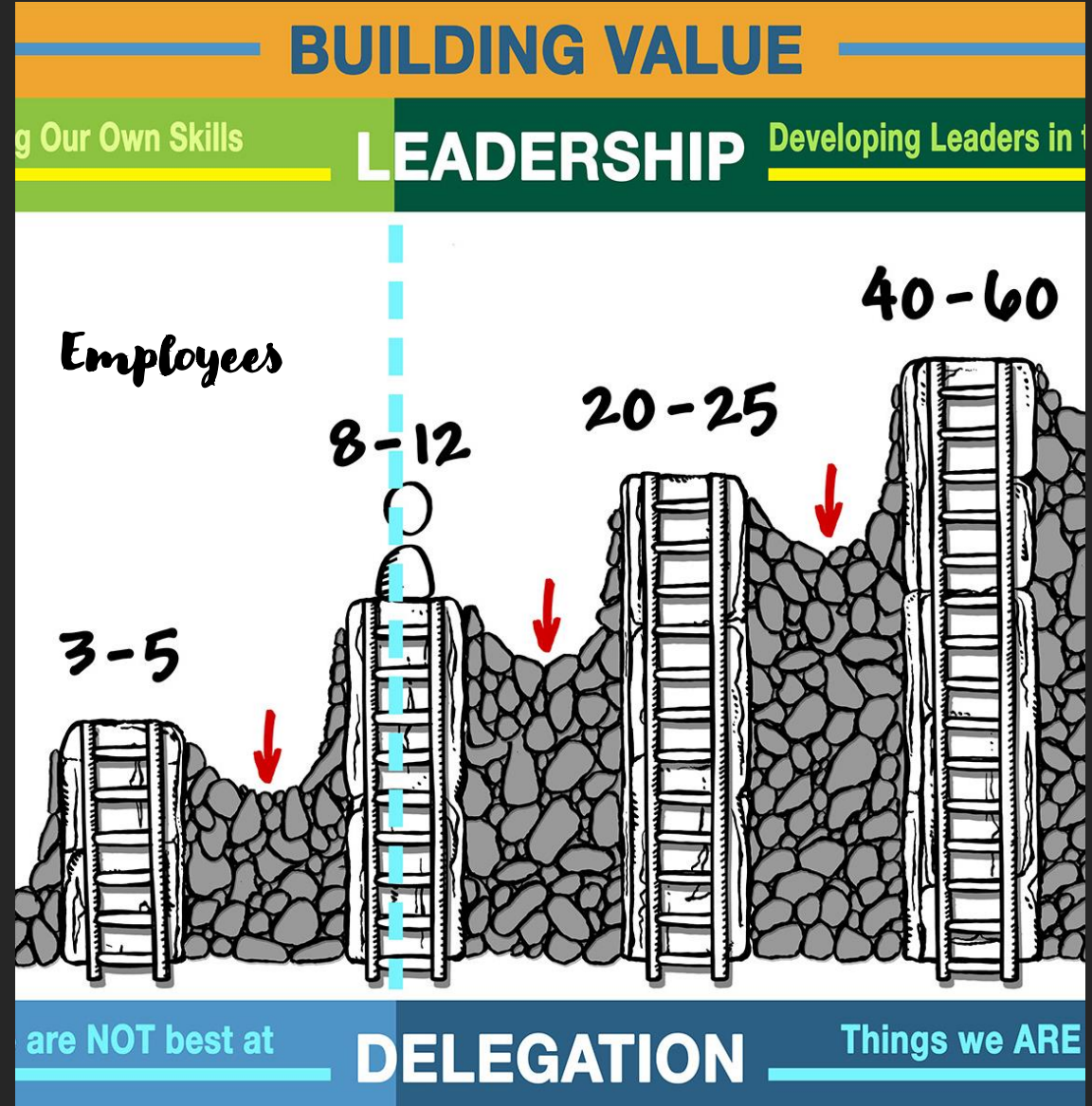
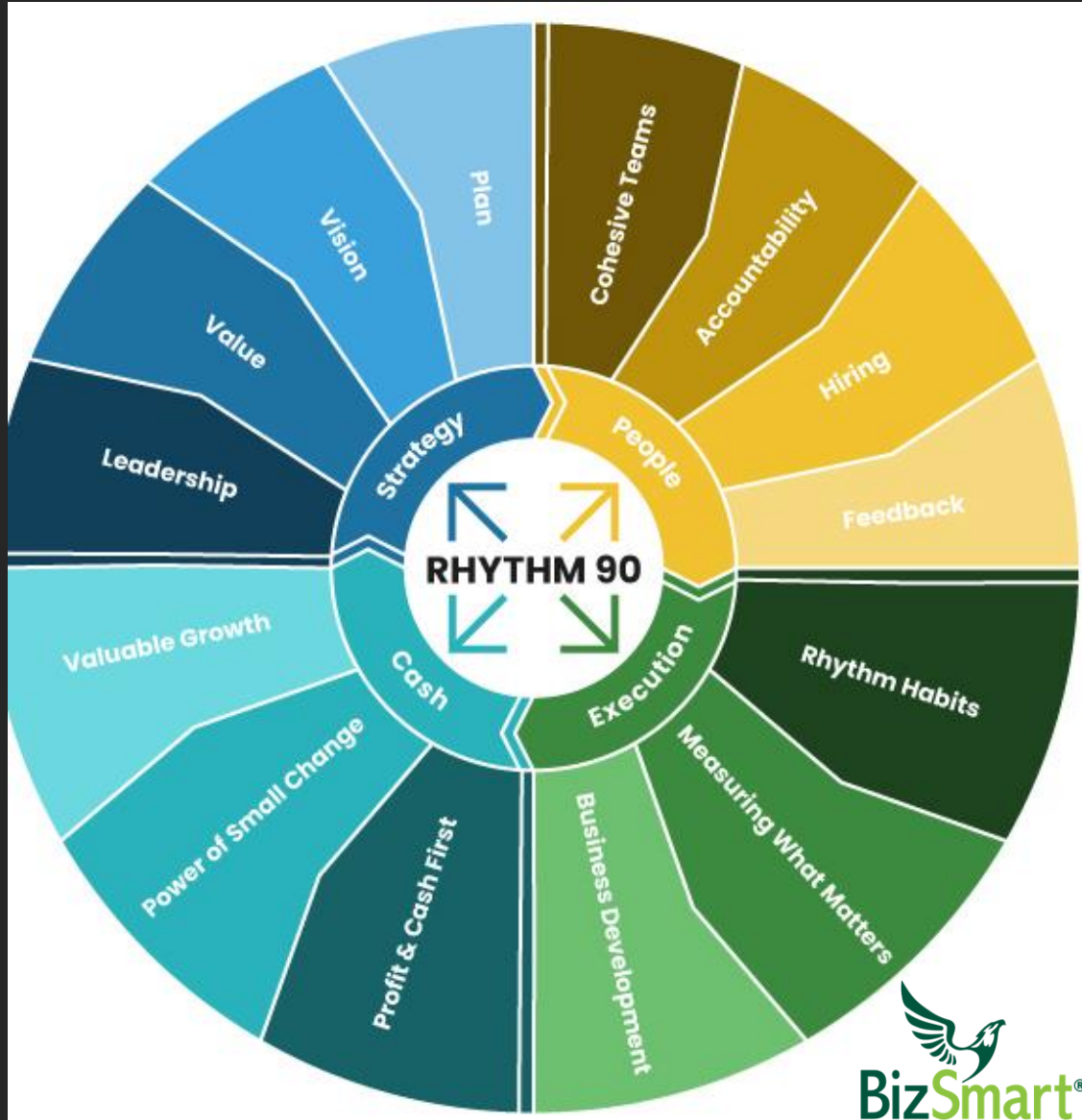


The Strategy & Execution Gap



Bridging the Strategy Execution Gap



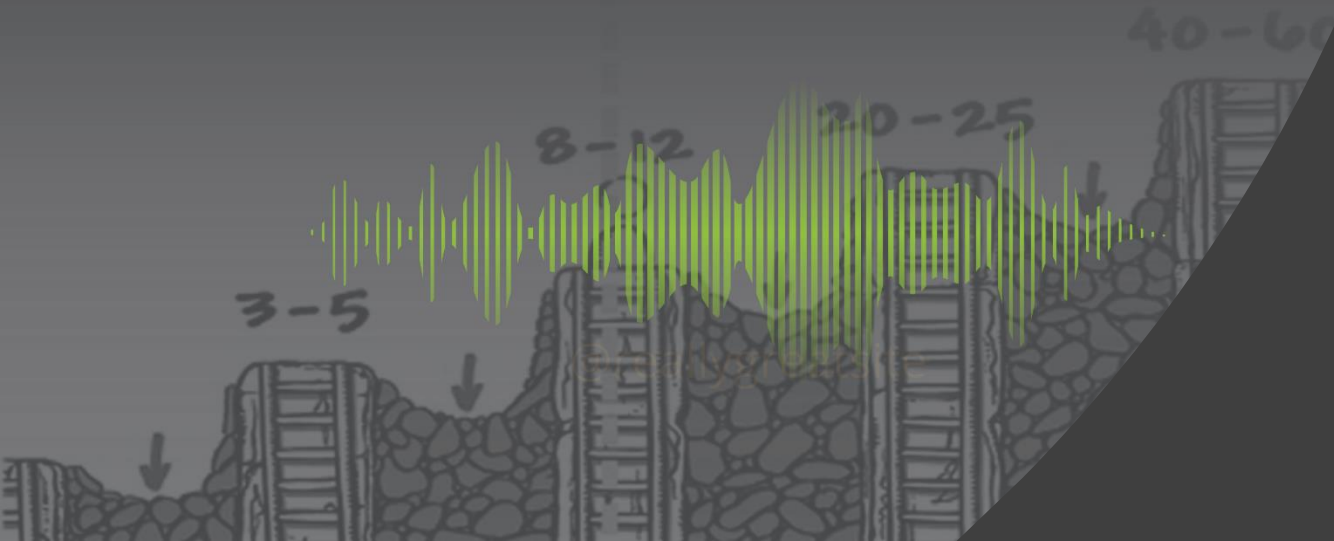




ScaleUp Radio

Podcast

ScaleUp Radio
Guests in the
last month



ScaleUp Radio
Podcast



Jeremy Stern
PromoVeritas

ScaleUp Radio
Podcast



Robin Waite
Fearless Business

ScaleUp Radio
Podcast



Sebastian Boncu
Voolu

ScaleUp Radio
Podcast



ScaleUp Club - Sustainability
with Steve Rawlison



ScaleUp Radio
Podcast



Adam Hopkinson
PASHN

ScaleUp Radio
Podcast



Chloe Roberts
Made Here With Love

ScaleUp Radio
Podcast



Tarek Jomaa
Synthesis

ScaleUp Radio
Podcast



Stephanie Gribble
Canine Collection

Challenges



56%

Dragged back into day-to-day operations



48%

Generating leads of sufficient quality



42%

The right staff in place to support growth



41%

Getting staff to think, act and take responsibility



35%

Keeping on track with the plan

Last Month– Science of Achievement



Execution Pillar – The Science of Achievement/ how to get more done in 90 days than most get done in a year!



• 90-Day Planning is a strong habit within the business

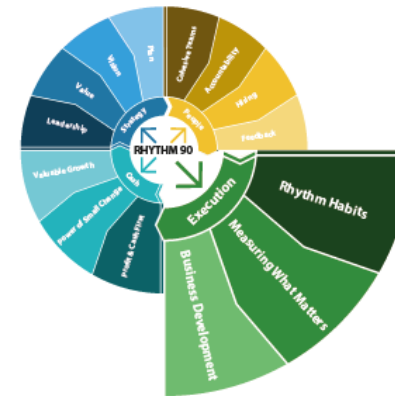
For a podcast deep dive into the concepts outlined in this booklet, scan the QR code:



Theme for this month – Bridging the Sales Gap through DREAM



Execution Pillar/ Business Development – Using DREAM to bridge the Sales Gap



- Those accountable for marketing and sales have individual 'cookbooks' (activity plans) that are tracked and reviewed
- Budgets are in place and monitored against results for all lead generation activities

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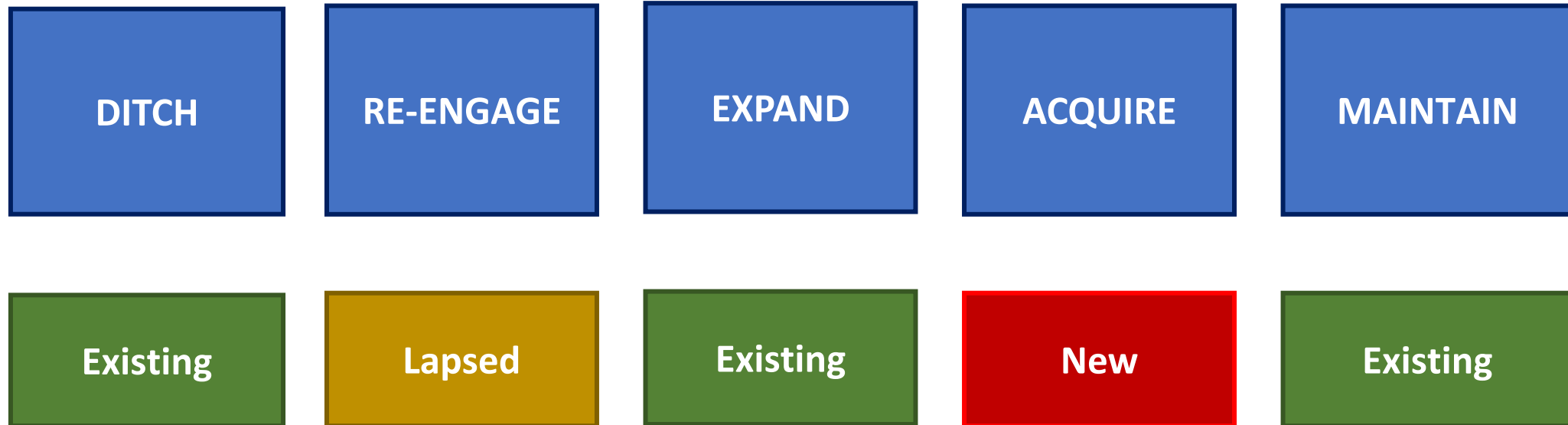
Sales & Marketing

Using the DREAM©
Tool

Sales & Marketing – Categorise / Classify



DREAM Tool©



Theme for this
month –
Bridging the
Sales Gap
through DREAM





Enable Works

Occupational Health and Wellbeing

Welcome!




Adapt-IT

ASSISTIVE
ADAPTIVE
ACCESSIBLE

Tel: 03300 564 079

Email: support@adapt-it.co.uk



Charlotte (Morris) Melia  (She/Her) · 1st

CEO @ D&F Creative | Multi-Award Winning International Event Specialist | UN Women Delegate | Creative Entrepreneur of the Year | UK | USA | Middle East | Europe

Surrey, England, United Kingdom · [Contact info](#)

6,540 followers · [500+ connections](#)



D&F Creative



Royal Holloway, University of London



Sarah Simons · 1st

Founder & Director - British Baby Box

Colchester, England, United Kingdom · [Contact info](#)

www.britishbabybox.com

500+ connections



British Baby Box



Room Shot



Breakouts-
until 1405

- **Introductions**
- **Individual Spotlights/
Challenges**
 - **Bridging the Sales Gap**
 - **Or share a different
challenge useful to you**

**KEY
TAKEAWAYS**

Our Challenge
to You:



What one thing are you going
to do as a result of today's
ScaleUp?



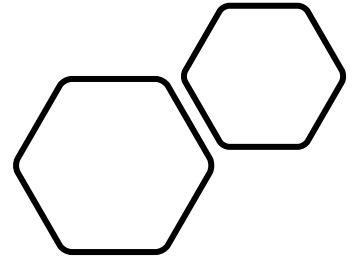
KEEP THE
CONVERSATION
GOING



STARTING A BUSINESS



RUNNING A BUSINESS



Coming Up



ScaleUp Club – February 18th – How to Generate more CASH by Pulling the Right LEVERS!

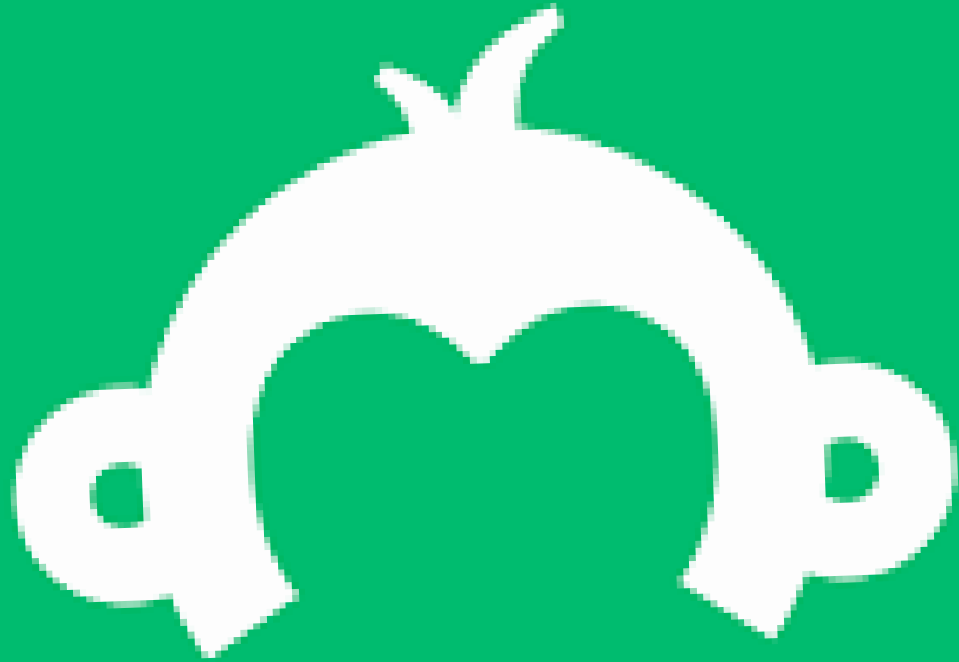


SmartBoard ‘Sneak Peak’ – March 6th – see why they’re so great!



Smart90 – if you’re not doing this, you are missing out!

Next Smart90 G90 Summit March 28th



Thank
you!





Our Challenge
to You:



What one thing are you going
to do as a result of today's
ScaleUp Club?



“

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”



JOE CHERNOV

Thank you

See you next
time

