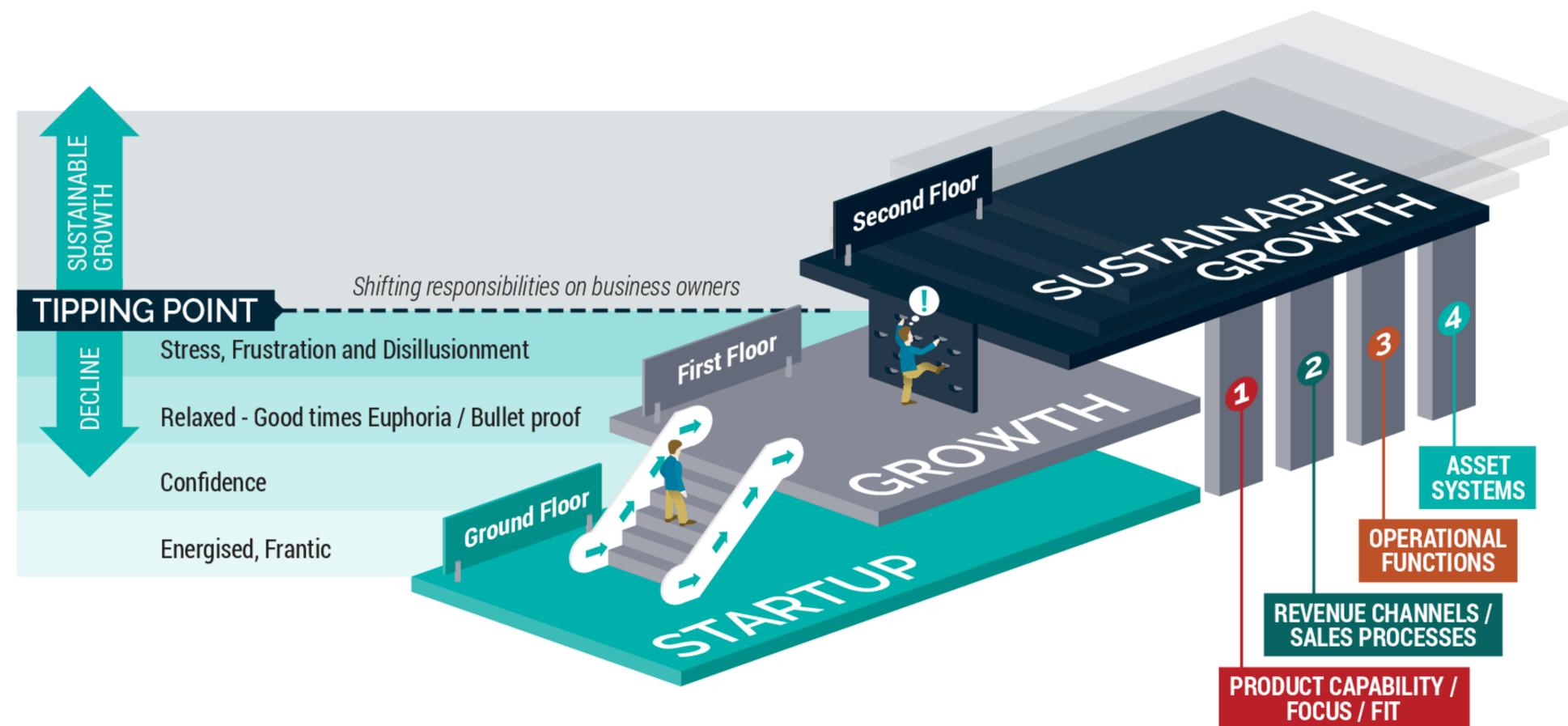




Peter Wilkinson founded Tipping Point Advisory to improve the odds of good businesses successfully transitioning to become sustainable businesses



- An increasing number of good small to medium enterprises in infrastructure engineering & construction are **failing to navigate** through the “tipping point” to become sustainable businesses.
- Good businesses go through growth stages - **it’s unavoidable**. Even if you don’t have a plan to grow the business in size, growth is nevertheless a fact of business life.
- Going through the tipping point **hurts!** The dynamics that **you relied on** to get your business to the success of today have shifted.
- A multi-storey business is one that has transitioned through the Tipping Point, and rebuilt on 4 pillars that support the business for sustainable **growth** and **enhanced value**.



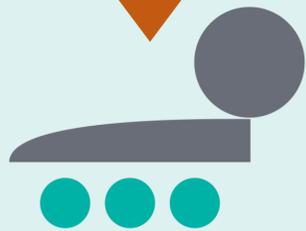
Create sustainable growth in your business. Download your free guide by clicking link below:  
<https://downloads.tippingpointadvisory.com.au/tip01-lp-roadmap-to-sustainable-growth/>



Startup



Growth



Tipping Point



Sustainable Growth

### 1 Product Capability / Focus / Fit

Great businesses clearly understand the products and services they are very capable at and continually feed and water them internally - that's called managing the product. They also make it easy for clients and customers to buy what they offer, in lots of different ways - the parts all fit together in what's called an effective "pre-and-post-product" strategy.



Capability



Product



Focus



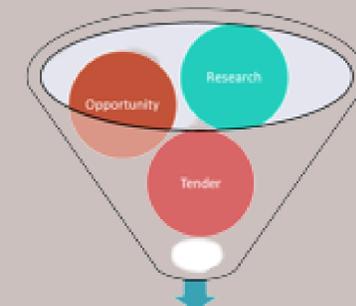
Fit

### 2 Revenue Channels / Sales Processes

Multiple routes to market via distribution channels ensure great businesses have a consistent flow of clients and revenue. Marketing and sales processes aligned with a clear industry position support multiple channels to clients and customers, who know exactly why they buy your products and services. Win rates much closer to 1 in 2 than 1 in 10 minimise the cost and time of tendering.



Clients



Pipeline



Revenue

### 3 Operational Functions

A functional internal structure ensures the right people are doing the right jobs, at the right time with the right skills and experience.

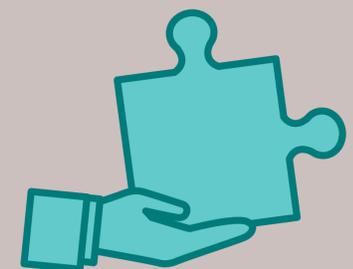
Management can invest time in strategic activities, making sure the right investment decisions are made at the right time, in the right business assets.



People



Processes



Skills

### 4 Asset Systems

Every good business has some "secret sauce" in it - something that the industry needs and that the business does as well, or better than everyone else - that's your business asset. Great businesses have the capability of coming up with new ideas and ways of offering that "secret sauce" to their clients and customers - that's innovation in action.



Innovation



Creativity



Teamwork