

Where is your business losing momentum?

Most established SMEs don't have a strategy problem — they have a friction problem. It's the daily drag that quietly slows good people and good work. Friction hides in four places: get all four right and commercial performance takes care of itself. Let one slip and it taxes everything — margin, pace, morale and growth. Here's where I look.

THE FOUR DRIVERS OF A FRICTIONLESS BUSINESS

01 Right People

The right people, in the right roles, with clear ownership and the room to do the work that's actually theirs.

FRICTION SHOWS UP AS

Unclear ownership, decisions that stall, key-person dependency, leaders stuck doing work two levels below them.

02 Right Things

Effort pointed at what actually matters — the priorities, products and customers that move the business forward.

FRICTION SHOWS UP AS

Too many priorities, busy-but-not-productive teams, no clear "no", legacy work quietly draining margin.

03 Right Way

How the work actually gets done — the processes, handoffs, systems and standards that should make things flow.

FRICTION SHOWS UP AS

Rework, things falling between teams, daily heroics to ship, systems that don't talk, knowledge stuck in heads.

04 Right Time

The right things, in the right order, at the right moment — with a rhythm the business can actually keep.

FRICTION SHOWS UP AS

Everything's urgent, constant firefighting, bottlenecks, projects that stall, acting too late to matter.

THE OUTCOME Commercial Performance

When the four drivers are aligned, results follow — healthier margin, steadier cash, faster growth and a business that's easier to run. When they're not, friction quietly taxes every one of them.

HOW I HELP YOU REMOVE IT

01 Find the friction.

An honest diagnosis of where the drag really is across all four drivers — not where you assume it is.

02 Focus the team.

Agree the few things that matter most and get everyone pulling in the same direction.

03 Fix what matters.

Make the changes that move the needle — and build the habit so the friction stays gone.

START WITH THE DIAGNOSIS

Take the Friction Diagnostic

24 questions. Around 5 minutes. You'll get a clear read on where your business is losing momentum across the four drivers — and what to do about it first.

Take the Diagnostic →

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