

3 Year Plan (to end of 2027)

High Efficiency

- High talent density (RPRS)
- Core processes simplified, documented, automated, FBA
- Scorecards
- EOS adopted and integrated
- Leverage AI

Great Place to Work

- ENPS score of 50 or more (or equivalent)
- Incentive schemes (including share options)
- Career development pathways
- High staff retention
- Accountability and product expertise
- Office in London

Client feedback is excellent

- NPS score of 50 or more (or equivalent)
- Client testimonials
- Client referral programme (advocacy)

Compliance & Accreditation

- Cyber Essentials Plus
- GDPR
- ISO 9001
- ISO 27001
- NIS2
- B Corp (or similar)
- Sustainability policy

Robust go-to-market strategy

- End-to-end playbook
- Sales team
- Leverage AI
- Increased marketing budget
- Win industry awards