



The 7 Ps – Seven Questions for Growing Your Business

7 questions to help you grow and become more profitable

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When you are looking to grow your business there are three steps involved: firstly, determining what your business will look at a given point in the future; secondly, what the business currently looks like; and finally, how you are going to bridge the gap between the two.

I always begin by looking at what I want the business to look like in the future. Why? The future does not yet exist, so I have the opportunity to create it from scratch. The future is not just an extrapolation of today – it is new, exciting and often different. Your future can include current offerings, adapted offering, new offerings or offerings that you no longer make available. Similarly with your customers you may be serving existing, adjacent or new customers, or you may no longer serve some of your existing customer groups. In short, starting with tomorrow frees you from the constraints of your thinking in today.

At the heart of growing your business are two key outcomes you are looking for:

- Growth – you are looking to grow and develop your business
- Profit – you want your business to be more profitable in the future to make it sustainable

Driving these two outcomes are seven areas, the seven Ps, which surround them. This is shown below.

The 7Ps Driving Growth & Profit





1. **Purpose** – *What is your "Why"?* – what is the reason for being for your organization that inspires and engages you and others?
2. **Patrons** – *Who are you customers?* – what customer segments do you serve and with which offerings?
3. **Problems** – *What issues do they have?* – what are the problems they need help with, or the jobs they are looking to get done?
4. **Products** – *What are our solutions to their problems?* – how do you help your customers with their problems in a way that the customers sees as valuable, which differentiates you from your competition and which will make you money?
5. **Process** – *How do we deliver the solution?* – this includes everything that is involved in creating, supporting and delivering the solution. This includes everything within your business, and with the other businesses you work with or through in creating and delivering the solution.
6. **People** – *Who do we need to run the process?* – what people do you need and in which positions, and what skills, capabilities and attitudes do they need to have to do the job efficiently and effectively?
7. **Promotion** – *How do we promote ourselves to our Patrons?* – how do you reach out to your different customer groups and how do they want to engage with you, and what channels are most effective for doing this?
8. **Growth & Profit** – this are the outcomes you achieve from getting the above seven factors right, and being able to leverage them effectively.

Use these questions as outlined in the table below to help you think this through in three steps:

1. WHERE do you want to be? (future)
2. Where are you NOW? (present)
3. HOW will you bridge the gaps? (strategy)



7Ps for Growing Your Business

7 Ps	Description	NOW	WHERE	HOW
PURPOSE	<i>What is your "Why"?</i>			
PATRONS	<i>Who are your customers?</i>			
PROBLEMS	<i>What issues do they have?</i>			
PRODUCTS	<i>What are our solutions to their problems?</i>			
PROCESS	<i>How do we deliver the solution (includes Plant & Premises)</i>			
PEOPLE	<i>Who do we need to run the Process</i>			
PROMOTION	<i>How do we promote ourselves to our Patrons?</i>			
PROFIT	<i>Get the above right and hey presto!</i>			

So don't wait – start this now. Share your thoughts and ideas with your colleagues and see how you can create your own future and bring it back to today!

About Andrew Cooke

Andrew Cooke is the director and founder of Blue Sky GPS and is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in "bringing people potential to life". Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.

Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally.



Qualifications & Accreditations

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- International executive coach with certifications for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 360⁰ Assessment
- Masters of Business Administration (MBA), London Business School, UK
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)
- Accredited DISC Facilitator & Coach