



Data-Driven Success: *The Role of the GMI in Haringey's High Growth Business Programme*

Supporting High-Growth SMEs in Haringey

YTKO is delivering the new Haringey Business Growth Programme (HBGP), commissioned by the London Borough to engage and support high growth businesses to overcome barriers to, and execute opportunities for, scaling their operations. By offering tailored consultancy and coaching services, HBGP aims to drive job creation, company turnover and profitability, and increasing skills, productivity, innovation and business capability.

At the heart of the programme is the Growth Maturity Index (GMI), a powerful diagnostic tool that provides businesses with a clear understanding of their strengths and weaknesses, and equips them with the insights needed to accelerate growth. The GMI has proven to be a valuable resource, enabling businesses to prioritise action, seize opportunities, and receive expert advice that is specifically tailored to their needs.

Benefits to Funders and Commissioners: *Measuring Impact and Delivering Results*

For Haringey Council, the GMI offers an effective way to measure the impact of their investment in business support. The data collected from the GMI allows funders to track the progress of businesses over time, providing clear quantifiable evidence, direct from businesses, of the impact on their level of maturity across core strategic functions. This data-driven approach, coupled with a suite of other outcomes, provides the basis for future business growth support.

This data-driven approach not only supports transparent reporting to stakeholders but also ensures that support services are refined to meet the evolving needs of local businesses. This helps councils demonstrate the tangible benefits of their programmes and justify continued investment.

Keith Trotter, Economic Development Lead, Haringey Council noted



"The Growth Maturity Index has given us a powerful tool to measure the health of our businesses, and the impact of our business support initiatives. It provides clear, quantifiable data on the progress businesses are making, and helps us understand the real and detailed needs of growth businesses in our Borough. The GMI ensures that we are delivering high-value support that is driving real, long-term growth in the local economy."

The combination of the GMI and expert coaching ensures that businesses not only understand where they need to improve, but also the tools and support needed to implement changes that will drive sustained growth.

See ytko.com/haringey for more information and case studies.

How the GMI is Helping Businesses Grow

Businesses participating in the programme begin by completing the 10-minute Growth Strategy diagnostic where they self-assess across key business areas: Planning Growth, Driving Growth - Marketing and Sales, Enabling Growth - Finance, Executing Growth - Talent & Protecting Growth - Risk and Resilience. This self-assessment gives businesses an honest, data-driven view of their current position and immediately identifies areas where improvements can be made.

Upon completion of the survey, businesses receive a detailed, tailored report of 10-12 pages. This report highlights their current strengths and weaknesses, along with specific and practical recommendations and prioritised actions. It offers a comprehensive, completely personalised roadmap for businesses to address their challenges and capitalise on growth opportunities. These high growth clients have an average turnover of >£2m, come from a wide range of sectors, and require tailored interventions, not off-the-shelf low value support. The GMI report is the first such step in our service provision.

Bev Hurley, YTKO's Executive Chair and HBGP Strategic Lead explained,



"The Growth Maturity Index report provides great insight into each business from the onset, maximises the benefit from the first deep-dive meeting, and enables us to bring together the best people in our Haringey team for each individual client, according to their needs. This ensures that each business gets absolutely tailored, expert support which ensures the highest level of impact and outcome, for both the business and the Council".

Alex Shirley-Smith, founder of Tentsile, shared how the GMI has transformed their business planning:



"The Growth Maturity Index provided us with a fresh perspective on our business. It highlighted areas we hadn't previously considered and gave us clear recommendations on where to focus. With the GMI's insights and the YTKO expert team by our side, we're already planning actions to accelerate our growth."

The ability to revisit the GMI over time enables businesses to track their progress and adjust their strategies as needed. This ongoing assessment helps companies remain agile, ensuring that they continue to grow and evolve in line with their long-term objectives.

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