

LONE RANGERS

Lone operators with no employees. Recent growth in numbers but often low productivity

Leadership: Self-leadership and goal setting, limited ambition where necessity driven

Innovation: Adopters, focus on imitation

Internationalisation: Limited, reactive

Key constraints: Identifying market opportunities, local rivalry

YOUNG TURKS

Young firms with strong growth ambition. Major contributors to job growth and disruptive innovation

Leadership: Proactive, risk-taking, ambitious

Innovation: New to the market, disruptive

Internationalisation: Aggressive, proactive targeting rapid export growth

Key constraints: Leadership, managerial capacity, strategy formulation, development finance, skills

LEADING LIGHTS

Established firms with strong growth ambition. Major contributors to job growth and new innovation

Leadership: Proactive, risk-taking, ambitious

Innovation: Consistent new to the market, first movers

Internationalisation: Aggressive, proactive targeting global market footprint

Key constraints: Skills, development finance, national and international competition

STEADY EDDIES

New or established firms with little or no growth ambition. Major contributors to job stability and potential major contributor to productivity change.

Leadership: Reactive, risk avoiding, seeking stability

Innovation: New to the firm, productivity enhancing

Internationalisation: Reactive and opportunistic, not strategic

Key constraints: Skills, working capital, local and domestic competition