Category

Strategy

Strategy for SMEs & Mid-Market Champions Playbook

Winning through focus when you can't out-resource larger competitors

- Practitioner
- Intermediate
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- 16 January 2024
- 3 minute(s)

Overview

A framework for small and mid-market companies to build competitive strategy around focus and speed rather than trying to compete on the resource base of much larger rivals.

What size company is "mid-market" for this playbook?

Generally companies too large to compete purely on founder hustle but too small to match a large competitor's resource base — roughly €10M–€500M in revenue, though the framework's logic applies more broadly.

Isn't focus just another word for "small ambitions"?

No — focus here means concentrating resources on a specific segment or capability where you can build genuine advantage, which is usually a more ambitious and disciplined strategy than spreading thin across a broad market.

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