

# 5 Key IT Areas

You must address in your  
business's 2025 growth  
strategy



# Introduction



↙ **As we step into a brand-new year, it's the perfect time to refocus and set your business up for success—starting with your IT strategy.**

A fresh year brings fresh opportunities, and having a clear, powerful IT plan ensures your technology drives your goals and supports the growth you're aiming for. After all, the right tools and strategy can make all the difference in helping you achieve what you've set out to do.

We're big believers that IT isn't just about keeping the lights on—it's about unlocking new potential and making your vision a reality. So, why not embrace the new year with a renewed focus and the confidence of a strong IT foundation?

Let's make this year one to remember.



## With the right strategy and implementation plan, your IT can become one of your business's most powerful assets

Maybe you've never created an IT strategy before, or perhaps your business has outgrown the one you started with. It could even be that recent changes have shifted your business goals entirely, and your IT needs to catch up.

So, where do you begin?

It might sound like a big task, but with the right advice and guidance, developing a tailored IT strategy is far easier than you might think.

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To help, we've outlined the **5 key areas** you should include in your plan.

Before we dive in, it's important to consider how your strategy will align with your business goals over:

- The short term (around 6 to 24 months)
- The long term (3 to 5 years)

We recommend creating a strategy that's flexible and adaptable, so you're ready to embrace whatever opportunities or changes the year might bring.





Here  
are the  
5 areas  
that  
need  
to be  
addressed  
in your  
IT Strategy [→](#)



## 01 Outline your business goals

As a business owner, you likely have clear goals that drive you to move forward and achieve success. But have you considered how your IT infrastructure supports those goals? Your IT strategy should align with and enhance your ambitions. Think about your sales pipeline and targets. Can your current infrastructure help you achieve them effectively?

What about future plans, such as new partnerships, acquisitions, or mergers? Will your IT systems be ready to support that level of growth? It's also worth outlining action plans for individual departments. Do certain teams need additional tools or support? Will the strategy benefit the entire business, or does it need tailoring for specific people or departments?



## 02 Identify your key people and set a timeline

While you likely know the key players in your business, they may not necessarily be the ones responsible for delivering your IT strategy. Will an internal team manage this, or would partnering with an external company make more financial sense? Who will oversee communication with your IT partner? And who within your business will the strategy directly impact?

Take time to consult with key people across each department. Understand how they currently use your technology, what improvements they'd like to see, and which tools are essential for them to perform their roles effectively.

Next, think about your timeline. When do you plan to implement changes? For larger transformations, will you roll them out company-wide or take a gradual approach to manage costs and resolve any issues? For smaller updates, when do you anticipate completing the process?

Setting clear responsibilities and a realistic timeline will ensure your IT strategy is delivered smoothly and effectively.



## 03

### Assess Your Current IT Infrastructure

To identify potential improvements, it's essential to evaluate how effectively your current infrastructure is performing.

Engage with key personnel from each department to understand how they're utilising resources and uncover areas for enhancement:

- What improvements do they think could be made?
- What would make their job easier?
- What challenges are making their tasks more difficult than necessary?

Encourage critical thinking during this process. Ask your team to envision their ideal working conditions, without limitations. By understanding their vision of a "perfect world," you can work towards implementing solutions that come as close as possible to this ideal.

Remember, each department's perspective will vary, as they interact with the technology differently based on their roles. The goal is to strike a balance that boosts productivity, keeps employees motivated, and fosters overall satisfaction.



## 04

### Develop Your IT Roadmap

This might sound like the most challenging step, but creating a roadmap for your new IT strategy is essential. If you've followed the earlier advice and planned thoroughly, it shouldn't be too difficult.

At this stage, you may benefit from support from a strategic IT partner, such as us. You'll need to consider your overall technological architecture, including hardware, software, and other tools your team will rely on.

Your IT partner should be able to provide recommendations tailored to your needs and suggest tools that integrate seamlessly with each other.

Divide your roadmap by departments and their specific technological requirements. This approach will give you a clear overview of how everything will fit together when it's time to implement your strategy.

# Define New Metrics

While your new IT strategy should simplify your business operations, it's equally important to ensure it remains cost-effective.

Breaking things down by department is essential, and we recommend establishing new KPIs (Key Performance Indicators) to track how performance evolves over time.

Keep in mind that there might be a short adjustment period for your team. If you've implemented significant changes, the results you're aiming for may not be immediate. However, you should begin to see noticeable, long-term improvements before long.

By creating and monitoring a variety of metrics, you'll gain valuable insights into how well your new technology infrastructure is performing. This approach will also enable you to address minor issues proactively, preventing them from impacting your team.

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# Choosing the Right Strategic IT Partner is Crucial



If creating an IT strategy feels a bit overwhelming, especially if it's something you haven't tackled before, don't worry. Hopefully, you can already see the significant benefits of aligning your IT strategy with your overall growth goals.

If it still feels daunting, bring in the experts. With the right support, you'll undoubtedly notice improvements in how your business operates. If your current IT provider isn't equipped to offer strategic guidance, it's probably time to make a change. Many businesses trust us as their strategic IT partner.

Why not book a no-obligation 15-minute call? We can get to know each other and assess whether arranging a more in-depth discovery meeting would be worthwhile.







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