

This document is part of a series of Fit To Bid® guidelines, providing invaluable information to help SMEs improve their tender responses and increase their chances of success. Can also be used as a reference during the tender preparation process and as a learning resource for SMEs who are new to tendering.

Communicating Your Growth Story: tailor your growth story for large buyers and stakeholder groups by understanding their unique interests, concerns, and expectations. The key is to present the same core growth story in different ways to resonate with the specific interests and concerns of each stakeholder group.

1. **Clear Messaging:** develop a clear and concise message that encapsulates your growth story. This should include key milestones, achievements, and future plans. Make sure this message is consistent across all communication channels.
2. **Data Visualisation:** use charts, graphs, and infographics to visually represent your growth. This can make complex data more understandable and engaging. Tools like Microsoft Excel or PowerPoint can be used to create these visualisations.
3. **Success Stories and Case Studies:** share specific examples of success, such as a new market entered, a major contract won, or a product innovation. Case studies provide a narrative that can make your growth story more tangible and relatable.
4. **Regular Updates:** keep large buyers and stakeholders updated on your progress regularly. This could be through newsletters, social media updates, or regular meetings. Transparency is key in maintaining stakeholder trust.
5. **Engage with Stakeholders:** encourage questions and feedback from large buyers and stakeholders. This can be done through Q&A sessions, surveys, or 1-2-1 meetings. Engaging with them on a regular basis can make them feel more involved in your growth journey.
6. **Leverage Media:** consider using media outlets to share your growth story. This could be through press releases, interviews, or feature articles. Media coverage can increase your visibility and credibility.
7. **Annual Reports:** an annual report or an executive/management summary is a comprehensive report on a company's activities throughout the preceding year. It will provide large buyers and stakeholders information about the company's activities and financial performance.

Effective communication is not just about sharing positive news. It's also about being honest about challenges and how you're addressing them. This can build the confidence of large buyers and stakeholders in your ability to manage and overcome obstacles in delivering contracts.