

Jonathan Cozens

BUSINESS GROWTH ADVISER · AUTHOR · SPEAKER

“Businesses don’t fail to grow. They fail to decide to grow.”

SPEAKING TOPICS

TALK 01

Running Flat Out to Stand Still

You’re not failing. You’re exhausted. This talk names the structural reason growth stalls at the £1m–£10m stage — reframes it as an architecture problem, not a capability failure — and introduces the one decision a founder must make before meaningful growth becomes possible.

- A precise diagnosis of the plateau — one audiences recognise immediately
- The distinction between growth as a capability and growth as a decision
- One concrete action to take the following week

45–60 minutes including Q&A · Peer groups, leadership forums, business conferences

TALK 02

The Four Hats Principle

Every founder wears four business roles simultaneously. At £1m, one person wearing all four built the business. At £5m, it’s what prevents it scaling. This talk introduces a practical framework for understanding why serious growth requires distributing the hats — and how to begin without losing control.

- Clarity on which hats they’re wearing and which they’re avoiding
- The structural reason scale requires letting go
- A decision framework they will still use five years from now

30–45 minutes · Shorter slots, panel introductions, breakout sessions

About Jonathan

Jonathan Cozens spent years working inside founder-led businesses as a technology services provider — present when systems were under pressure, decisions were being made, and growth wasn’t coming. He saw the same structural pattern repeat across sectors: not a capability problem, not a market problem, but a business structure problem.

That pattern became the 3x in 3y methodology: a structured, evidence-based system for tripling business turnover in three years, starting with the decision to grow.

AUTHOR

Clarity Driven: How To Get It Right When You Can’t Know It All

Daisa Publishing · 2025

Suitable for

- Vistage and peer group sessions
- IoD and leadership forums
- Scale-up and growth programmes
- Business owner conferences
- Corporate MD and founder events

SPEAKING ENQUIRIES

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