



How To Build A £25,000,000 Construction Business...

Scaling a construction business is not just about driving more sales. Growth must be structured, sustainable, and systemised to ensure long-term success otherwise collapse is waiting to happen... This guide outlines the essential principles of business development, strategic scaling, and system implementation to help construction businesses reach £25 million turnover and beyond.

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*Don't wait for an
opportunity...
Create it!*



Reinforce Your Position.

Reaching £25 million in turnover isn't about luck — it's about direction. In the construction industry, it's easy to get caught up in the day-to-day: quoting jobs, keeping teams busy, managing sites, and chasing payments.

But if you want to build a business that scales, not just survives, you need more than grit. You need strategic and long-term focus.

In this guide, we'll break down every key business function, highlight common pitfalls, and map out a clear path for sustainable growth.

Strategy Outperforms Guesswork

Without a clear plan, growth is reactive and unpredictable. Businesses with a defined strategy are 33% more likely to achieve long-term success.

A Helping Hand

For construction directors, working with trusted partners brings clarity, accountability, and specialist knowledge, helping you avoid mistakes and scale with confidence.

One of the biggest challenges businesses face when scaling is outgrowing their systems. What once worked at £500k turnover starts to fall apart as the team grows, projects increase, and complexity creeps in. Without clear processes, defined roles, and proper oversight, things slip through the cracks — deadlines get missed, cash flow tightens, and quality can suffer. Scaling without structure leads to chaos, and many business owners find themselves working longer hours just to keep things afloat. Growth is more than turnover.

A Note From Our Director.

"Growing a £25 million construction business takes clear strategy, robust systems, and the right people around you. This guide is shaped by real experiences of scaling businesses from under £1 million to the £25 million mark. But it's not a magic formula for overnight success, there isn't one. It takes time, commitment, and a strong team around you. But what you'll find here are practical, actionable steps to help you scale sustainably.



Michael O'Rourke
Company Director &
Senior Strategist



What is Business Development?

At its core, business development is about creating a sustainable business model by integrating all company functions smoothly and effectively.

While sales are crucial for growth, it's equally important to ensure that all other business functions perform at their best. The operations team must be capable and well-prepared, while the finance team ensures invoices are accurate and delivered on time. Health and safety protocols must be robust, and the admin team needs to be responsive, answering calls and handling inquiries efficiently.

True growth and success come from alignment across every department. Without this coordination, disorganisation can set in, disrupting stability and progress.

Business development ensures all departments work together seamlessly.

By optimising each function, improving operational efficiency, implementing systems and processes, empowering teams, and supporting scalable growth, business development fosters long-term success while maintaining high standards of quality and customer satisfaction.



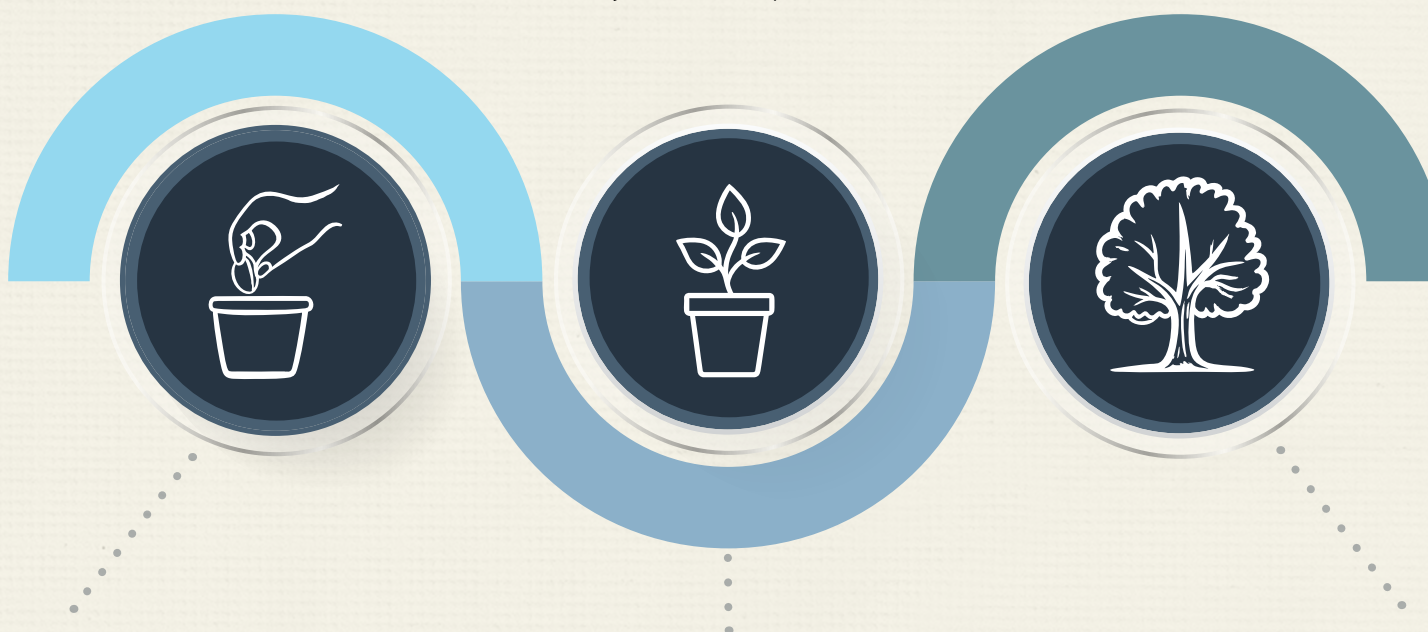
Laying the Foundations for Growth

Laying the foundations for growth means building systems that support scale, stability, and long-term success.



Your 3 Stages of Growth

Businesses grow not based on how long they've existed, but on how effectively their systems are developed and implemented. Even successful businesses often start at Stage One. Without intentional systems, growth is unpredictable. The three-stage model helps business owners grow with purpose, creating structure, freedom, and consistent results through deliberate system development.



P1 - Planting the Seed

Here, we are testing our business model, establishing early plans, and laying the groundwork for long-term, sustainable growth.

P2 - Business Growth

Evolve your team and systems to support sustainable growth, maintaining consistency while handling more clients, complexity, and moving parts.

P3 - Maturity and Freedom

Establishing your system-led business that operates without your daily input, giving you the freedom to choose how involved you want to be.

Planting The Seed.

At this stage, the focus is on building a strong, stable foundation. You're shaping a viable business model while establishing your leadership style and vision. Your business reflects your mindset, direction, and decisions, so it's vital to define what success means to you personally.

Without this clarity, the long-term development of the business will be reactive rather than strategic, leading to inconsistent growth. Building intentional systems aligned with your goals helps ensure progress is sustainable. This stage is about planting the right seeds—culture, vision, structure, purpose, and values—that will shape your business.

It's also a time to test assumptions, validate demand, and identify what works well and what does not.

Define Success on Your Terms

Clarify your personal and professional vision early so your business can be built to support the lifestyle and impact you truly want.

Build Foundational Systems

Lay strong foundations by developing simple, scalable systems that align with your vision—avoiding chaotic growth and ensuring long-term sustainability.



Business Growth.

Your business is gaining momentum but with growth comes complexity. You're managing more people, more clients, and more moving parts, which means your systems need to evolve. What worked at the foundational stage may now be redundant and holding you back.

To scale effectively, you must strengthen leadership, improve team structure, and refine your operational systems to support consistency and control. This is a time to optimise what's working and resolve what is not. Without these adjustments, growth can become unstable and stressful. When done right, this stage builds resilience, scalability, and a clear path to long-term success.

Strengthen Team Structure

Establish clear roles, responsibilities, and decision-making processes to support a growing team and reduce dependency on the business owner.

Evolve Systems for Scale

Evolve your operational systems to handle increased volume and complexity while maintaining consistency in quality, service, and performance.



Maturity and Freedom.

The business should now operate like a well-oiled machine: systems are optimised, operations are consistent, and outcomes are predictable. The key difference now is that the business no longer depends on the Director for day-to-day operations or “firefighting” – it relies on well-implemented systems, not individuals.

This shift creates freedom: the freedom to step back, explore new ventures, or focus on strategic growth. Leadership becomes distributed, empowering team members to take ownership. The goal is to protect and strengthen what you’ve built, while maintaining the flexibility to adapt. At this stage, the business can grow without compromising on quality or your personal freedom.


Achieve Operational Independence

Ensure your business functions reliably without your daily input, freeing you to lead strategically—or take time away.

Empower Leadership at Every Level

Develop leaders within your team to maintain momentum, innovation, and accountability as the business continues to mature.



A group of four professionals, two men and two women, are standing on a construction site. They are all wearing white hard hats and business suits. The man on the far left is holding a rolled-up blueprint and gesturing with his hand. The woman next to him is also looking at the blueprint. The man next to her is looking up and to the right. The woman on the far right is holding a rolled-up blueprint and looking towards the other three. They are standing in front of a large, multi-story building under construction, with a metal railing in front of them.

Streamline Operations for Efficiency

Optimise internal processes to reduce inefficiencies and boost productivity across every department, driving seamless operations and higher profitability.

Function Breakdown

Discover how each function collaborates to drive seamless operations, align with strategic goals, and foster long-term, sustainable success. Understand the critical role of clear processes, well-defined roles, and efficient systems in creating a resilient, high-performing business that adapts and thrives in an ever-evolving market.





FUNCTION BREAKDOWN

The Sales Function

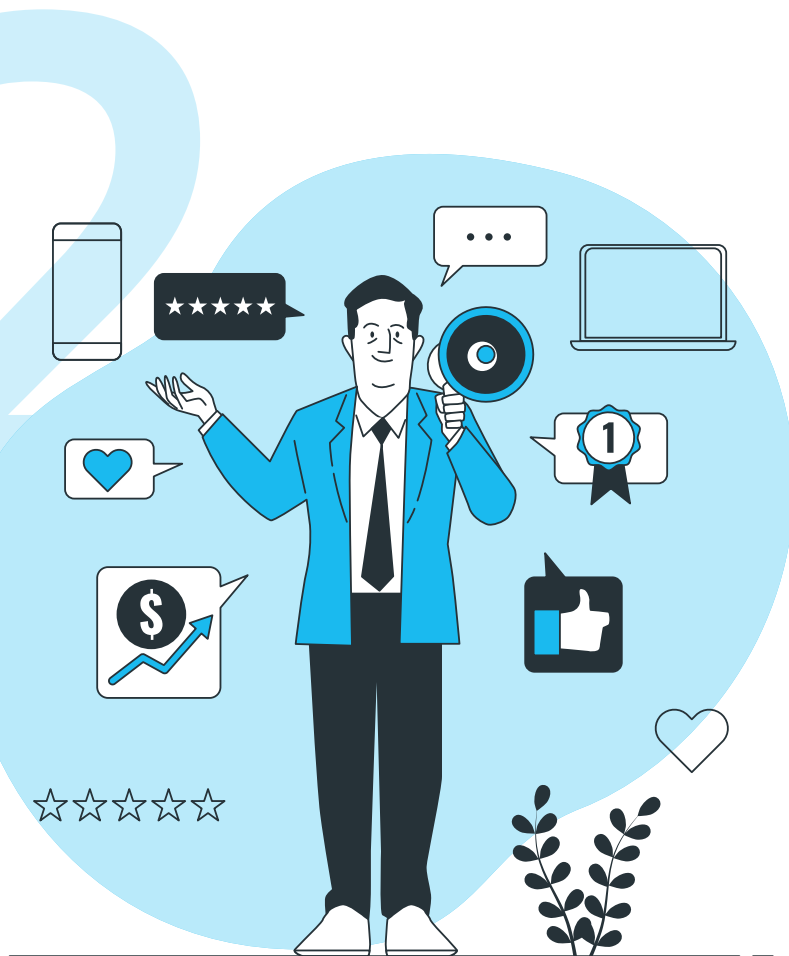
The sales function is crucial to driving business growth and ensuring long-term success. Its focus is on creating a sustainable system that converts leads, nurtures relationships, and generates consistent revenue.

At the core of every successful sales system is an effective CRM which tracks the customer journey and helps the sales team turn leads into loyal, long-term clients. For a powerful CRM, we recommend [The Momentum Engine](#).

By measuring performance through key performance indicators (KPIs) and implementing solid client retention strategies, businesses can achieve ongoing success. When all components work in harmony, the sales function drives both immediate results and sustainable growth, contributing to the overall stability of the business.

Key Focus:

- Ensuring accurate and consistent lead generation via a multi-pronged approach with a sales team that is on the forefront.
- Centralised database for Client Relationship Management - [TME](#).
- Engagement scoring to prioritise active leads for the sales team.
- Customer journey mapping and optimisation. - [Sealed System](#).
- Take advantage of new technology with AI and Automations.
- Accurate system measurement for performance review.



FUNCTION BREAKDOWN

The Marketing Function

The marketing function is essential for raising awareness and generating interest in your brand, products, or services. It shapes how customers perceive your business and connects you with your target audience.

At its core, marketing builds a strong, recognisable brand that resonates with potential clients. It guides the entire customer journey, from initial awareness to entering the sales pipeline.

An effective strategy doesn't just generate leads; it nurtures long-term relationships. Even if a prospect doesn't convert into a lead immediately, the marketing system should be used to keep them engaged, even if conversion is months down the line.

Key Focus:

- Building and enhancing visibility to ensure your brand is recognised by the target audience.
- Developing ongoing communication strategies to nurture relationships and maintain client interest over time.
- Crafting clear, compelling messages via a multi-pronged approach that resonates with the specific needs of your audience.
- Ensuring you have the right marketing materials in place to build trust and authority.
- Continuously analysing marketing efforts to optimise campaigns and improve return on investment (ROI).



FUNCTION BREAKDOWN

The Operational Function

The operations function is the backbone of any business, ensuring that day-to-day activities are executed efficiently and to the highest standards. It focuses on managing and optimising processes, systems, and resources to deliver consistent results.

The key objective of establishing your operations function is to improve efficiency, reduce waste, and streamline workflows. This is achieved through the implementation of robust systems, accessible processes, tools, and technologies, such as project management software and standardised operating procedures (SOPs), which allows for delegation, eliminates bottlenecks and ensures a smooth process throughout.

Key Focus:

- Implement systems and processes to streamline workflows and reduce inefficiencies.
- Utilise technology to automate and improve operations.
- Ensure clear communication and collaboration across departments.
- Implement strong QA processes to prevent errors, poor workmanship and reputation damage.
- Regularly track and improve key operational metrics.



FUNCTION BREAKDOWN

The Administration Function

Admin tasks include everything from scheduling and document management to coordinating communication and maintaining records. While often behind the scenes, the admin team plays a vital role in keeping the business organised, efficient, and compliant.

Effective administration ensures that all internal processes run smoothly, freeing up other departments to focus on their core activities. By handling routine tasks, such as data entry, answering queries, and managing appointments, the admin team ensures that the business runs without disruption.

With the right tools and systems in place, the admin function enhances productivity by reducing errors, improving communication, and maintaining consistency across the organisation.

Key Focus:

- Efficient handling of all scheduling, communications, and documentation.
- Ensuring consistency in procedures and data handling across the business.
- Providing administrative support to sales, marketing, and operations.
- Using systems and software to streamline administrative tasks.

FUNCTION BREAKDOWN

The Finance Function

The finance function is vital for maintaining a business's financial health. It oversees budgeting, forecasting, and cash flow management, ensuring resources are used efficiently to support growth while mitigating risks.

By providing accurate financial insights, the finance team enables Directors to make informed decisions on investments, cost management, and resource allocation, helping guide the company toward long-term sustainability. Accurate financial reporting ensures compliance with tax regulations and financial laws, protecting the business from legal issues.

Through sound financial planning, the finance function supports reinvestment, expansion, and adaptability in changing market conditions, contributing to long-term stability and success.

Key Focus:

- Financial Clarity with up-to-date information into company margins, project expenditure, short-term cash forecasting and more.
- Ensures effective budgeting and forecasting, allowing for accurate financial planning and resource allocation.
- Identifying and mitigating financial risks to safeguard the business.
- Accurate financial reporting ensures compliance with tax regulations, protecting the business from legal issues and unexpected costs.





Expand Market Reach Strategically

Target new high-value clients and untapped markets, expanding your presence and ensuring sustainable growth for long-term success.

The Importance of Well-Defined Roles.

To ensure long-term success, every business function must be carefully outlined, with roles developed to operate smoothly—independently of specific people including the Director. Focusing on roles, rather than individuals, lays the foundation for scalability and operational continuity.

This is often seen when a business hires someone, and this person could turn out great, but they implement their own ways of doing things, their own systems and their own processes, all is working smoothly. But as soon as that person leaves, the business can experience significant disruption.

Clearly defined roles eliminate this risk, creating a system that runs regardless of turnover.



Consistency

Well-defined roles and systems ensure smooth operations, reduce disruptions, and maintain steady performance, regardless of team changes or personnel transitions.



Scalability

Developing structured roles and robust systems from the outset allows the business to grow efficiently, with each function seamlessly expanding to meet increasing demands.





Crafting Your **Killer Performance Team.**

Every player in your team has their own unique strengths and weaknesses, and recognising these differences is vital for building a cohesive and high-performing killer team. Understanding where each team member excels and where they may require support helps in allocating the right tasks and responsibilities.

Developing an organisational structure chart is a crucial step in maximising the potential of your team. This visual guide not only clarifies the roles and responsibilities of each individual but also outlines how each function directly supports the company's objectives and overall strategy. By mapping out your organisational structure, you gain insight into how the team operates as a whole and how each part contributes to the larger picture.

As the business grows, this chart becomes an essential tool in identifying areas where additional resources, expertise, or leadership might be required. It helps you spot any gaps in coverage or potential bottlenecks that could hinder progress. This allows for proactive adjustments, such as bringing in new talent, shifting roles, or enhancing leadership across departments to maintain smooth operations.

The **Shift** In Director Position.

As a business owner, your role will naturally evolve as your company progresses through different stages of growth. During the seedling stage, typically characterised by a turnover under £1 million, it's common to take on multiple roles—and that's completely normal. At this stage, it's crucial to maintain a clear long-term vision, as the decisions and systems you implement today will serve as the foundation for your future team and company culture.

As the business grows, your position will gradually shift. The Director role will move further up the chain within the organisational structure. In the early days, you'll be hands-on, managing day-to-day tasks and overseeing operations. But as the company matures, you'll move from managing individual responsibilities to taking on broader strategic oversight, eventually transitioning into a role where you focus on driving the business forward, setting goals, and leading large-scale initiatives.



Long-Term Planning

Maintain your long-term vision and plan, as it will guide your decisions and shape the future growth of your business.



Flexibility in Growth

Be flexible with growth, adapting to new roles and responsibilities as your business evolves and matures.



Steering Clear of Common Pitfalls

Every business faces challenges, but avoiding common pitfalls can make all the difference in long-term success. By recognising and addressing these missteps early, you can keep your business on track and growing.

1

Lack of Systems

Relying on outdated processes can lead to inefficiencies. Invest in project management software and automation to streamline operations.

2

Financial Overextension

Expanding too quickly without proper financial planning can drain cash flow. Scale strategically with a solid financial foundation in place.

3

Workforce Issues

Rapid hiring without proper training or over-reliance on subcontractors can affect quality. Focus on building a skilled, reliable in-house team.

4

Neglecting Safety Standards

Cutting corners on health and safety can result in costly fines or accidents. Prioritise safety protocols to protect your team and your business's reputation.

5

Quality Decline

Taking on too much work without proper oversight can damage your reputation. Implement strict quality control and maintain strong client relationships.

6

Poor Leadership & Delegation

Trying to do everything yourself limits growth. Build a strong management team and delegate tasks effectively to focus on strategic goals.

7

Lack of Communication

Lack of clear communication leads to misunderstandings, project delays, costly errors, and damaged relationships with both clients and teams.

8

Not Building a Strong Brand

Focusing solely on operations without investing in branding can hinder growth. Build a strong brand that connects with clients.

Building a Reputation That Lasts.

Building a strong reputation is essential for long-term success, especially in the construction industry. Your reputation extends to every interaction and touchpoint with your business. A professional online presence, including a well-designed website and positive reviews, creates trust and sets expectations for potential clients. Consistent messaging across all platforms reinforces your expertise and values, ensuring clients know what to expect from your services.

Beyond digital presence, the way your team interacts with clients matters. From how the phone is answered to the professionalism of your workers on-site, every detail contributes to your overall reputation. A friendly, knowledgeable team that communicates clearly builds confidence and develops positive relationships with clients.



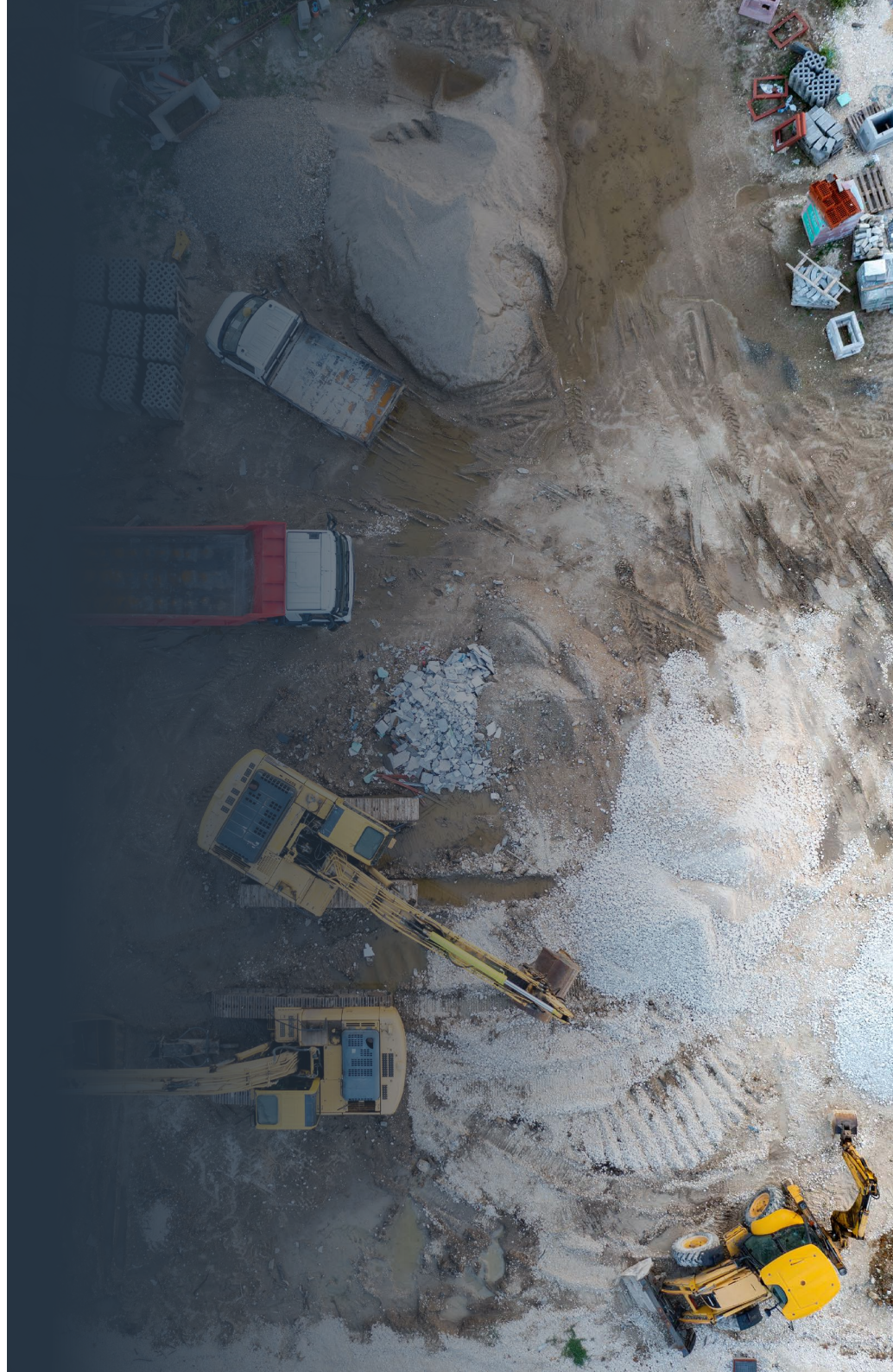
Maintaining High Standards

Maintaining high standards across all aspects of your business, ensure consistency, build trust, and position your company as the right team for the job.



Building Meaningful Connections

Strong, lasting relationships with clients and partners, maintained after project completion, foster loyalty, repeat business, and valuable referrals, ensuring long-term success.





Unlock **Consistent Growth** With Data.

By harnessing data, companies can make more informed decisions, enhance operational efficiency, and identify future opportunities. Tracking key performance indicators (KPIs) helps pinpoint strengths and areas for improvement. For example, monitoring project completion times and costs reveals inefficiencies, allowing businesses to improve processes and increase profit margins.

Predictive analytics offers valuable insights into future trends, enabling businesses to identify growth areas and stay ahead of the competition.

Data-driven decisions eliminate the guesswork, ensuring more effective resource allocation and streamlined operations. By leveraging data, businesses can optimise their processes, refine strategies, and ensure sustainable long-term growth.



Optimising Operations with Data

Tracking KPIs and using predictive analytics help identify inefficiencies, refine strategies, and improve resource allocation, leading to streamlined operations and profitability.



Building a Data-Driven Culture

A data-driven culture across all departments ensures that decisions are based on accurate insights, improving collaboration, accountability, and overall business performance.



Achieve Lasting Business Success

Unlock your business's full potential with the Saint Business Development Strategy. Our approach aligns your business systems with clear, actionable goals, empowering you to optimise every aspect of your operations.

Through expert guidance, precise reporting, and key metrics, we help you create a consistent path for success. We break your business growth down into tailored, step-by-step actions, enabling you to hit targets, optimise workflows, and scale with confidence.

As a Director, implementing the right structures for sustainable growth is crucial. Our strategy helps you pinpoint your current position and identify the precise steps needed to build ongoing success—whether that's for effective delegation, improving operational efficiency, or ensuring your business can grow with or without your daily involvement. With a clear roadmap, we guide you towards long-term success and measurable results, transforming your vision into reality.

[Learn More](#)

CASE STUDY: S-1422

Transformation of Operations and Expanded Client Base



Optimised Operations and Processes

Streamlined workflows and created clear processes to boost productivity and efficiency across the business.



Expanded and Diversified Client Base

Targeted high-value clients, reducing reliance on a small customer base and driving growth.



Improved Client Engagement and Retention

Strengthened customer relationships, increasing repeat business and building long-term loyalty.



Refined Market Positioning and Scalable Growth

Updated brand and USP to attract new customers while creating a flexible, scalable growth model.



S-1422, a mid-sized company established in 2017, achieved £16.5 million in revenue by the end of its fifth year. As the company grew rapidly, they faced several challenges that threatened its ability to sustain, including operational inefficiencies, undefined processes, and a limited client base. Recognising these barriers, S-1422 partnered with Saint Global to implement a comprehensive business development strategy. The strategy focused on optimising internal operations, streamlining processes, and rethinking the approach to client acquisition. Saint Global helped diversify the client base by targeting high-value leads and improving client retention strategies. As a result, the company not only increased operational efficiency but also strengthened its market position, positioning S-1422 for continued growth and greater long-term success.

16.5M£

Through strategic interventions, S-1422 achieved sustainable growth, expanding its client base, enhancing operational efficiency, and solidifying its market presence, positioning the company for continued success beyond the £16.5 million revenue mark.

Case study S-448 is a large-scale developer that faced significant challenges scaling operations beyond £10 million in turnover. Despite delivering high-quality projects, the company struggled with operational inefficiencies, inconsistent processes, and limited business development strategies, which hindered its ability to expand. Partnering with Saint Global, the developer aimed to optimise internal operations, enhance market presence, and implement effective business development strategies. Through a tailored approach, we transformed their workflows, marketing efforts, and client acquisition strategies, ultimately driving sustainable growth. This comprehensive transformation resulted in an increase in turnover to £28 million, positioning the company for continued success and solidifying its competitive edge in the market.

18M£

We implemented a comprehensive strategy focusing on operational efficiency, market expansion, and strengthening business development practices, enabling sustainable growth and significantly increasing turnover.



CASE STUDY: S-448

Accelerating Growth to £28M for a Large-Scale Developer



Streamlined Operations

Optimised internal workflows and processes, reducing inefficiencies and improving project delivery times.



Targeted Market Expansion

Developed and executed strategies to target new high-value markets and clients, increasing opportunities.



Improved Business Development

Refined business development practices, enhancing lead generation and conversion rates.



Leadership and Team Development

Strengthened leadership structure and empowered key teams to drive growth and scale operations effectively.



“Completely Transformed!”

“Saint Global transformed our approach to business development. Their tailored strategies helped streamline our operations and significantly increased our market presence, driving consistent growth. We’ve seen remarkable improvements in efficiency and client acquisition.”

- Emily Harrison | Managing Director



“Saint Global Has Been A Gamechanger!”

“Working with Saint Global has been a game-changer. Their in-depth support refined the way our business works and has allowed us to scale quickly. The strategic insights they provided have allowed us to enhance client relationships and achieve sustainable growth.”

- James Davidson | Sales Director



“Positioned for Long-Term Success”

“Saint Global’s business development expertise helped us overcome operational hurdles and unlock new revenue streams. With their guidance, we’ve increased our turnover and positioned ourselves for long-term success in a competitive market. Highly recommend their services!”

- Sarah Mitchell | Marketing Manager

Client Testimonials

Here’s what our clients have to say about partnering with us.

From unlocking hidden opportunities to securing long-term business relationships, our Business Intelligence service has been a game changer for companies across the construction industry. Read how our tailored solutions have helped clients achieve sustainable growth and success.



Working with Saint

Accelerate sustainable growth with our proactive Business Development approach.

At Saint Global, we go above and beyond for our clients, offering unwavering focus, strategic insights, and ongoing support to help you achieve your business goals and drive long-term success.

Let's partner to shape your future—one strategic move at a time, ensuring every step aligns with your vision for growth.

Book Consultation

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Get Started with Saint Global Today!

At Saint Global, we specialise in business development for the construction and built environment sectors, helping companies grow, strengthen their market presence, and build lasting relationships. We take a strategic approach to driving success, combining tailored business development strategies, high-quality marketing collateral, and effective market placement. From branding, website development, and reputation management to social media, SEO, and digital advertising, we ensure our clients stand out and connect with the right audience. With deep industry knowledge and a commitment to delivering measurable results, we provide the tools and expertise needed to elevate businesses and create sustainable growth.

