



BE READY

BUSINESS FRAMEWORK

How to Use the Be Ready Framework

The Be Ready Framework is a structured tool built around the acronym **BE READY**, designed to encourage reflection, ideation, and action within your organisation. By exploring the meaning of each word in the acronym, you and your teams can identify key areas for innovation, set actionable goals, and create a culture of adaptability and growth.

Steps to Explore the Be Ready Framework

1. Understand the Acronym

Each letter of BE READY represents a key principle. Take time to explore how each principle resonates with your organisation, its goals, and its challenges.

2. Answer Guided Questions

Use the provided prompts to encourage team discussions and brainstorm solutions. These questions are designed to help you reflect deeply and generate actionable insights.

3. Document Your Objectives

Use the empty boxes provided to outline your objectives, define specific activities, and envision ideal outcomes.

This will help you craft a tailored action plan that can be implemented across your organisation and embedded into your company culture.

B - BUILD YOUR CUSTOMER NETWORKS
E - EVALUATE YOUR COMPETITORS

R - RELY ON DATA
E - EDUCATE YOUR WORKFORCE

A - ALIGN YOUR PLATFORMS

D - DRIVE INNOVATION

Y - YIELD YOUR PROPOSITION

The BE READY Framework is developed and delivered by Marika Beckford, an Innovation Consultant, experienced in helping business leaders and their teams in adopting a future-ready mindset.

Connect with Marika Beckford
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West Midlands
Combined Authority



Innovate
UK

BE READY

NAME:

DATE:

BE READY BUSINESS FRAMEWORK

BUILD CUSTOMER NETWORKS



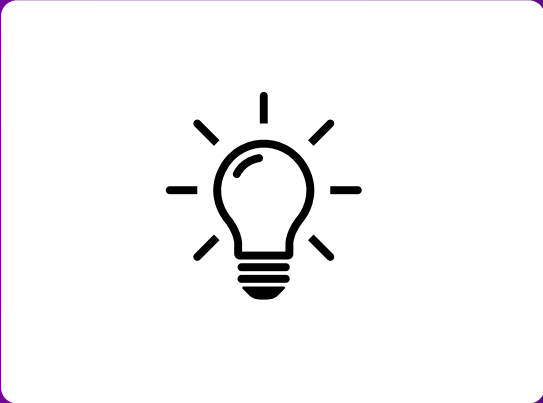
EVAULATE YOUR COMPETITION



RELY ON YOUR DATA



EDUCATE YOUR WORKFORCE



Co-create value by engaging customers in your :

- Product development
- Feedback loops
- Brand messaging

Competition is no longer limited to direct industry rivals.

- Think outside the box and look at indirect competitors or disruptors from other industries.

Data is the foundation of modern innovation. Use data to:

- Proactively predict trends
- Make real-time decision
- Enhance customer experiences

Upskilling your workforce - to create a more efficient team and grow your business.

- Identify skills gaps
- Research courses workshops
- Encourage a positive learning culture

? EXPLORE

HOW DO YOU BUILD DEEPER CONNECTIONS WITH YOUR CUSTOMERS AND TURN THEM INTO COLLABORATORS IN CREATING VALUE?

WHO ARE YOUR CURRENT AND EMERGING COMPETITORS, AND HOW CAN WE STAY AHEAD BY OFFERING UNIQUE VALUE?

HOW CAN WE LEVERAGE DATA TO MAKE FASTER, SMARTER BUSINESS DECISIONS AND FUEL INNOVATION?

WHAT ARE THE SKILLS GAPS THAT ARE MISSING IN YOUR BUSINESS & HOW DO YOU ATTRACT, DEVELOP & RETAIN TALENT?...

🎯 OBJECTIVES

🤝 ACTIVITIES

🚀 OUTCOMES

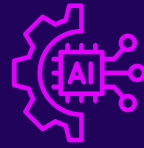
BE READY

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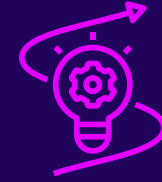
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BE READY BUSINESS FRAMEWORK

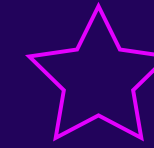
AUTOMATE & ALIGN PLATFORMS



DRIVE INNOVATION



YIELD YOUR VALUE PROPOSITION



Improve efficiency and productivity by automating and aligning your digital platforms.

- Audit your digital tools
- Research new tools and AI
- Integrate platforms

Encourage experimentation and empower teams to bring fresh ideas to market quickly.

- Stay ahead by constantly iterating on your products and services to meet evolving customer needs.

Continuously create value for customers by.

- Understanding their evolving needs
- And delivering solutions that exceed their expectations.



EXPLORE

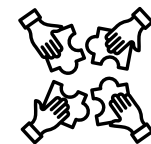
HOW DO YOU BUILD DEEPER CONNECTIONS WITH YOUR CUSTOMERS AND TURN THEM INTO COLLABORATORS IN CREATING VALUE?

HOW CAN WE INNOVATE QUICKLY AND CONTINUOUSLY, STAYING AHEAD OF CUSTOMER NEEDS AND MARKET TRENDS?

HOW CAN WE ENSURE THAT WE ARE ALWAYS DELIVERING VALUE TO OUR CUSTOMERS, ADAPTING TO THEIR CHANGING BEHAVIORS AND PREFERENCES?



OBJECTIVES



ACTIVITIES



OUTCOMES

BMet Innovation Navigator

The Be Ready Framework was developed by Marika Beckford, an Innovation Consultant to guide business leaders and their teams in adopting a future-ready mindset.

The framework encourages organisations to foster a culture of innovation, creativity and problem-solving, empowering them to navigate change and succeed in an ever-evolving digital world.

The Be Ready Framework uses an acronym-based approach to help businesses explore actionable strategies for growth and resilience. It equips teams to thrive and achieve more by embracing new opportunities and tackling challenges with confidence.

Get Started Today!

- **Unlock Exclusive Training and Development Opportunities:** Access workshops, resources, and guidance through the BMet Innovation Navigator Programme to drive innovation within your organisation.

BMet Innovation Navigator

BMet Innovation Hub: [Click here](#)

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