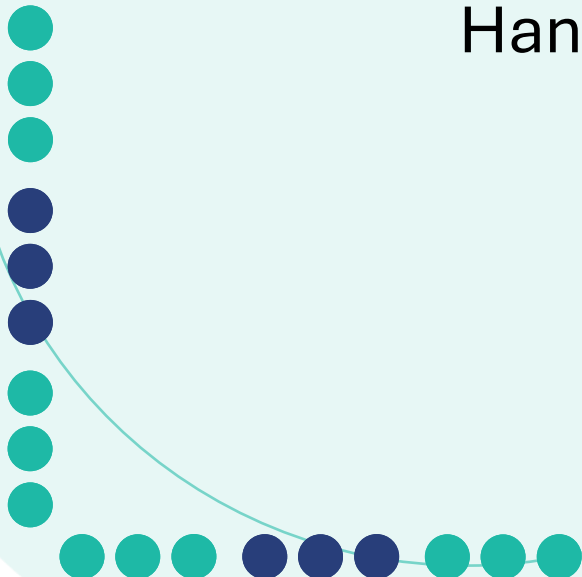




Resources, knowledge and technology

Hannele Suvanto, Päivi Töyli and Anne Matilainen
University of Helsinki Ruralia Institute



Aim of the session:

Processing your growth idea from the perspective of

- resources,
- knowledge and
- technology.

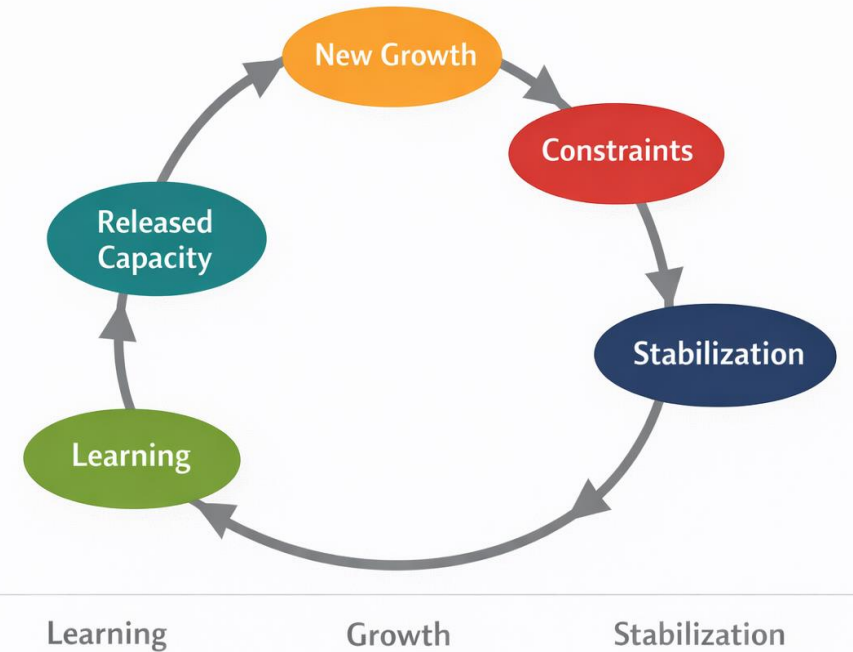
We hope the workshop will be full of good conversation and activity 😊



Growth is a by-product of learning

- **Learning:** Your skills improve and some capacity becomes free.
- **Release capacity:** The free capacity makes new growth possible.
- **New growth:** New ideas create a limit when you do not yet have enough time, structure or management capacity to handle them.
- **Constraints:** This limit is temporary. Once you stabilise your daily work, the limit eases.
- **Stabilisation:** Learning continues and the next growth cycle begins.

Growth Cycles According to Penrose (1959)



Growth is a cyclical process!



Resources for your idea

Growth comes from what you already do well

Ask yourself:

- What do I have **more of** than before?
(e.g. time, skills, better routines, networks, confidence, money)
- What tasks feel **lighter or less stressful** today?
- What I feel more **capable** than 2–3 years ago?



Your extra capacity is the most realistic starting point for your growth.



Resources: Examples what to do in practice

1. Sense: Notice what is becoming easier

- You finish production or handle routines faster than before → time is freed.
- You know local restaurants or retailers better → new doors open.
- You now know the right “pitch” to explain your product → you are more confident.

2. Seize: Act on the opportunity

- Use the freed time to test a new flavour, product or service or start an experiment → you move from idea to testing.
- Ask a familiar café or shop to try a joint campaign or pilot → you get customer feedback.
- Contact a bigger customer or wholesaler now that your pitch works better → you explore new opportunities.

3. Transform: Build it into your business

- If the new product or service works → scale it step by step.
- If the joint campaign succeeds → make it part of your regular sales work.
- If the new channel brings sales → integrate it into your routine process.
- Simplify your routines → keep capacity free for future growth.

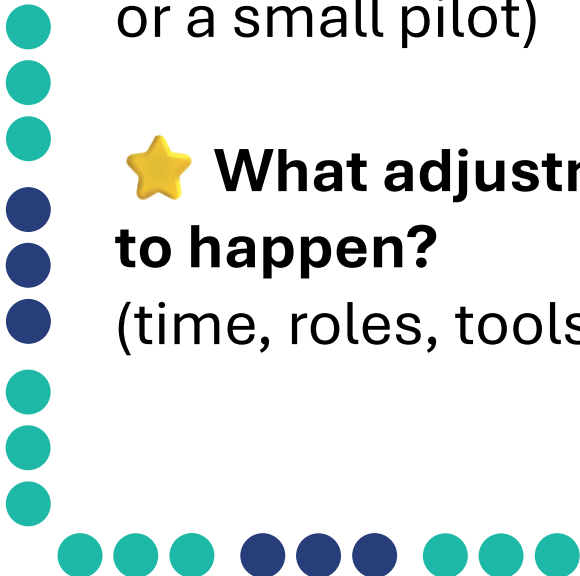


THE IDEA!

★ **Where do I have the most realistic opportunity for growth right now?**
(consider your resources, markets and customer needs etc.)

★ **What is the next concrete step I could take?**
(what am I aiming for and what needs to happen for the idea to turn into a test or a small pilot)

★ **What adjustments do I need to make in my daily work to make my idea to happen?**
(time, roles, tools, collaboration, priorities)





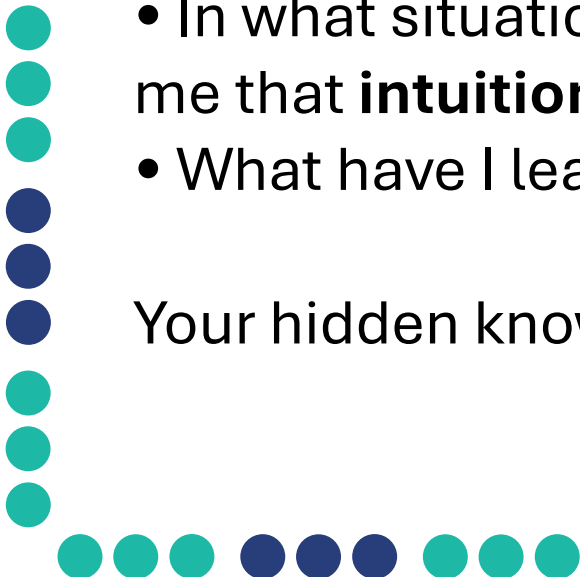
Knowledge for your idea

Growth happens when you see new ways to use your knowledge and skills

Ask yourself:

- What knowledge or skills do I see especially **valuable**, and why?
- What do I know that my customers or competitors do **not notice**?
(e.g. production details, quality issues, customer behaviour, upcoming trends)
- In what situations do I “just know what to do”, and what experience gives me that **intuition**?
- What have I learned from my **experiments**, also from the less succeed?

Your hidden knowledge is often the source of your growth idea.



Knowledge: Examples what to do in practice

1. Sense: Notice what you know better than others

- You understand your customers and see patterns better than competitors → you notice needs early.
- You know production in detail and understand quality deeply → you see what could be improved.
- You make decisions quickly because your intuition comes from real experience → you are able to avoid mistakes better and faster.

2. Seize: Turn your knowledge into an opportunity

- You notice small customer needs others don't see → you create an add-on or improved version of your product.
- You discover a faster or better process → you improve your workflow or increase your capacity.
- You spot a new customer group early → you run a focused campaign.
- You can create higher-quality products → you test a premium product with trusted customer.

3. Transform: Build the opportunity into your business

- The improved version becomes part of your product line → your product or service range grows.
- The faster process becomes your new standard → you can handle bigger volumes.
- The new customer group becomes a clear segment → your sales work becomes more focused.

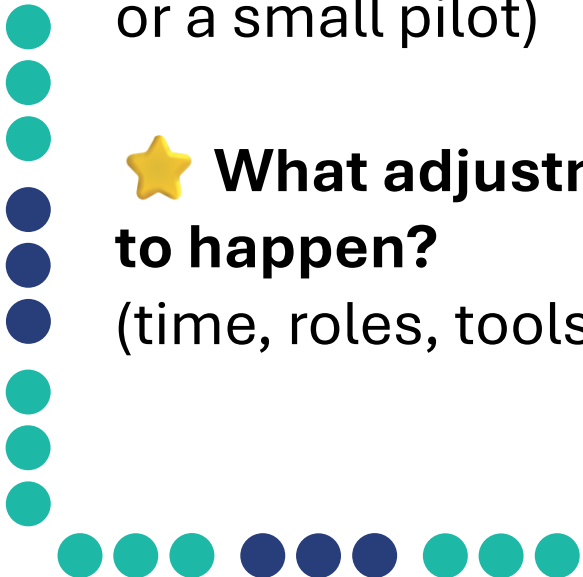


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Technology for your idea

It can multiply your skills, free time and help to change routines in a good way

Ask yourself:

- What could I do **faster** with the help of technology?
- Where does technology **free time** in my business?
- What does new technology **require** from me? (e.g. learning, changes, money)
- What am I still doing **by myself**, even though technology could take over?

Technology is not only a tool. It is a way to protect your energy and support long-term growth.

Technology: Examples what to do in practice

1. Sense: Notice where technology makes work easier

- Some tasks are faster with digital tools → time is freed.
- Technology helps you gather clearer information (e.g. customer behaviour) → decisions become easier.
- You see which routines repeat → they could be automated.

2. Seize: Use technology to make work easier

- Let technology handle simple routines (invoices, reminders, bookings) → your daily load decreases.
- Use tools to follow customers and sales more systematically → your work becomes more consistent.
- Move one task to a specialist or platform etc. → you protect your energy for core work.

3. Transform: Make technology part of your business

- The improved version becomes part of your product line → your product or service range grows.
- The faster process and routine become your new standard → you can handle bigger volumes.
- The new customer group becomes a clear segment → your sales work becomes more focused.
- A clear annual clock guides your year → your business becomes easier to manage and plan ahead.



THE IDEA!

★ **Where do I have the most realistic opportunity for growth right now?**
(consider your technology, markets and customer needs etc.)

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