



Just Good Business

Grow, pivot and reduce risk

For founders and owners. Put your business at the centre. See where it can go.

WHAT SYSTEMS THINKING IS

Systems thinking treats your business as a system: customers, cash, people and rivals joined by loops that compound growth or drain it, and delays that hide both until late.



HOW SOSX HELPS

Research

Weekly research on your market, rivals and channels, every source cited.

Build

Your business at the centre of a typed network, numbers from your books.

Analyse

What-if on growth, pivot and go-to-market; cash, churn and concentration.

Report

Findings ranked on time and on money, each with a first step drafted.

THE PROBLEMS IT SOLVES

“Which segment first, through which channel, and at what price?”

“We’re busy. But where is the next pound of profit?”

“I only find out a big client is drifting when the invoices stop.”

“Is the shape of the business still winning?”

KEPT CURRENT

- ! Each week, the moves worth making arrive ranked, each with its first step drafted for you to approve. Cash, churn and concentration are watched for you.

AN ILLUSTRATIVE EXAMPLE

A design studio with one client carrying much of its fees: the top-client stress test shows how long cash lasts if that client leaves, and the Grow list shows which clients could fill the gap.

SCAN FOR THE FREE TOOLKIT

Get the free systems-thinking toolkit for Just Good Business

sosx.ai/toolkits/just-good-business

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