

Is your business heading in the right direction?



Get a '360'
...an all-round business health check.



A '360 degree review' of your business position will help you decide the profitable course you can set for the future, especially in difficult times ...

We don't know what we don't know

We all know we should regularly go to a doctor for a thorough check up, and we're better off finding out before it's too late if something needs attention.

It's the same with your business... if your business hasn't been analysed properly for a long time, if ever, now is always a great time. Any time is better than not reviewing your business at all, however it's even more vital if you are considering making changes.

Are you at risk?

Businesses can experience or be at risk through dis-economies of scale and dysfunctioning teams due to.

- adding to the management team, or sales team
- looking at investment loans or expansions to an overdraft
- booms in organic growth (new partner or investor or bank loan/overdraft)
- adopting more products/services/market areas, or taking on the distribution rights of a significant product or service
- the securing of a major tender/supplier
- growth through acquisition of other businesses
- consolidation from a Cash-flow management focus
- loss of valuable management resources at the wrong time
- consolidation of your workforce
- rationalisation of your supply chain
- readying your business or business system for expansion by franchising
- opening more branches
- maximising your returns in your exit strategy and
- succession planning, or simply...
- setting the business up to operate successfully without you being hands on.

Tell tale signs

Companies show a range of signs when these challenges occur which include...

- being late on delivery deadlines, and slow to react to client demands
- being slow to react to competitive threats
- a rising cost of sales
- falling workforce morale
- growth has stalled

- high levels of waste
- increasing debt
- management stress through absenteeism descent or conflict.

So, get your business re-aligned

Rather than wading in and shooting from the hip, the best process is to take stock of where you are now, where you want to be, and what needs to be improved or started to get you there... and we'll do this with a very thorough "Business realignment"... a series of questions covering the 21 different areas of your business to provide a 360 degree review of you and your business.

You'll get some great ideas...

As part of this process you'll want to have a notepad handy as in the simple process of our asking some of these probing questions, you'll have some "Blinding Flashes of the Obvious" ... those little pots of gold that you'll want to rush away and implement straight away... That's normal, but let's just start by capturing them and then we'll help you pull them all together into your plan when the timing is right.

Is it complicated?

Most of what we do is not rocket science and you'll be able to answer most of the questions off the top of your head, though some may take a bit of research and highlight some areas that need to be worked on. Be prepared for some challenging questions too, but you'd expect that to grow you need to take on some challenges.

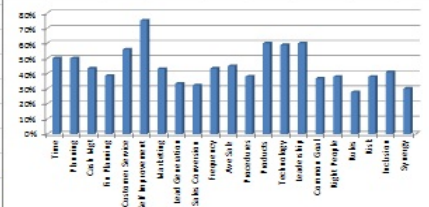
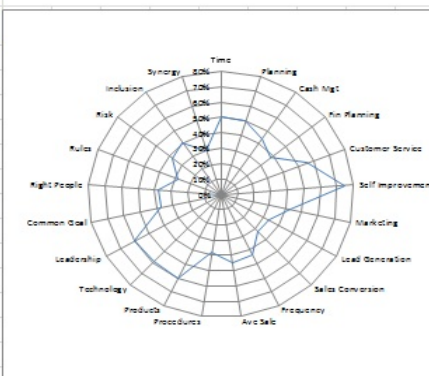
What is the outcome?

Our trained and experienced professionals will assess all your feedback and compile an easy to understand report for you to keep and digest for implementing in your business.



21 Levels of Systemisation for Success

Areas to Systemise	Completion Level	Value Found
1 Time	50%	\$ 20,000
2 Planning	50%	\$ 50,000
3 Cash Mgt	43%	\$ 45,000
4 Fin Planning	39%	\$ 30,000
5 Customer Service	56%	\$ 100,000
6 Self Improvement	75%	\$ 50,000
7 Marketing	43%	\$ 150,000
8 Lead Generation	33%	\$ 150,000
9 Sales Conversion	32%	\$ 75,000
10 Frequency	43%	\$ 50,000
11 Ave Sale	45%	\$ 35,000
12 Procedures	38%	\$ 80,000
13 Products	60%	\$ 45,000
14 Technology	59%	\$ 30,000
15 Leadership	60%	\$ 45,000
16 Common Goal	37%	\$ 45,000
17 Right People	38%	\$ 75,000
18 Rules	28%	\$ 25,000
19 Risk	38%	\$ 30,000
20 Inclusion	41%	\$ 30,000
21 Synergy	30%	\$ 200,000
Overall	45%	\$ 1,360,000



dig a little deeper and they often open up with some little gems... often things they wouldn't normally tell you themselves. Your suppliers are a great source for feedback too, because they see growth in your business as potential growth too for themselves.

Implement the findings

We don't deliver a short term high, and leave you with long term consequences. Our philosophy is to be there for you for the long haul... not just a quick fix... or even just a lot of

What is included?

We cast a systematic magnifying glass over the whole business to explore all avenues of opportunity for you to build upon. This will include how well you have systemised...

- your goals and planning
- your financial management and your understanding of what it all means
- the consistency of delivery of your goods or services
- how you manage your time and yourself
- everything to do with marketing your niche
- and then how you convert this marketing into sales
- your documentation and systemisation including the technology you use
- and of course, your team, leadership and the complications that all that can involve.

promises. Normally we identify a heap of things that can be done to make your business more effective and efficient... but we don't leave you all excited and not knowing what to do next. Dependent upon our findings in the process we will make an offer to help you with the implementation. This could be under one of our Business Coaching or Systems Consultancy programs, or simply to guide you in the direction of other services or some great tools that we know will help you fill those gaps.

This will only be if we genuinely feel there is sufficient opportunity to more than double the value of the investment for these programs, and if we feel that you are ready and able to benefit. Our philosophy is that we are providing a service that you should expect to get a return on your investment from so we prefer to only take on clients that can do that.

Who is involved?

Whilst most of the work is between you and us, with your blessing we can also undertake some market research for you with a small selection of your clients and suppliers who you suggest we can work with. We find this is a really beneficial exercise for you, and you'll more often than not be pleasantly surprised at the feedback we gain for you. As a third party we can



20 x Guarantee

If the process of this analysis fails to identify the potential for at least 20 times the value of your investment, we will refund the entire investment in full, and still deliver your report at no further cost.

"Raise The Bar"

You are probably familiar with the term "Comfort Zones"... Just as the best in sport have their specialists to help them lift their game, business owners also need someone to help them lift theirs. Even the most successful businesses are haemorrhaging profits, some more than others, and through a wide range of potential inefficiencies. Our goal is to prevent that as much as we can, firstly by using our ability as an outsider looking in, to challenge some of your beliefs about how things are done.

As humans we get comfortable with what we are doing daily, and often miss those improvements by not stepping out and challenging occasionally, the comfort zones that we immerse ourselves in.

Sure, you can carry on with your own devices, but with your "Personal Trainer" helping you with focus and motivation, you can imagine how much more effective you could make your business.

Don't just survive, when you can thrive!

"We have found about \$100,000 through this review... It certainly was beneficial to have 'outside eyes' looking at my business and helping to point me in the right direction..." Graham

"Ten out of ten across the board. I found the whole thing excellent, very worthwhile. It has given us some valuable ideas on how we can improve the things we are already doing and get more value from those things..." Sheree Sneesby, GlennHartin Fabrications

"There appears to be light at the end of the tunnel. I was apprehensive, but knew I had to do something to get out of the rut. This is a must-do".... Scott McHugh, SGM Fabrications



Clive Jones

Over 30 years business management experience, including 3 x Management troubleshooting jobs • 4 year Business apprenticeship • Family of small business owners... Father, Mother, Uncles, Father in law • 4 years running fathers business • 18 years in own businesses (4 different businesses) • 7 years as a trainer • 5 years as Business Consultant • 8 years as ActionCOACH Business Coach.

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