

IMPROVE PERFORMANCE, INCREASE PROFITABILITY + WATCH THE VALUE OF YOUR BUSINESS GROW.

Stop the guesswork and let us guide you toward an easier and more profitable path.

TAILORED PROGRAMS FOR BUSINESS LEADERS
ANALYSIS - STRATEGY - SUPPORT

WE OFFER A SELECTION OF PROGRAMS TO KEEP YOU ON TRACK AND ACHIEVING YOUR GOALS, THROUGHOUT EACH STAGE OF THE BUSINESS LIFECYCLE



START-UP



01 Support the launch of a successful start-up or guidance on due diligence required for acquiring an already established business.



PROFIT



02 A comprehensive review for business leaders looking to improve business performance, cash flow and profit.



GROWTH



03 Commercialise a new product, grow your existing market, or explore new opportunities for expansion and/or diversification.



TRANSITION



04 Prepare to sell your business for its max. value, or plan for more free time by taking a step sideways without taking a step backward.

OR



Design Your Own. Our job is to help you reach your goals sooner. To provide you with the answers and make business ownership a more direct and profitable path. So whatever you need, we can create a support program to suit. See over for more information...

START-UP

The ideal support program for business leaders looking to launch a new business or acquire an established one.

Save yourself the trial and error and let us support you through the setup and/or due diligence phase of your business. We'll make sure there are no rose coloured glasses applied and we'll help you to assess the metrics that matter. Starting a new business is exciting and with sound guidance can be a highly rewarding step.

PROGRAM MODULES 

BUSINESS REVIEW

- strategic review or due diligence on potential purchase
- industry + competitor research
- SWOT analysis
- personal goal alignment review

VISION, MISSION GOALS

- identify + document company vision + mission
- develop key business goals
- agree + document roles + responsibilities of shareholders and/or team
- identify skills gap

PERFORMANCE REVIEW

- identify key metrics for measurement
- create customised performance dashboard
- provide templates for P&L, sales + marketing planning
- develop a measurement + monitoring plan

BRAND IDENTITY

- brand review
- customer + target audience focus groups
- document adjustments required
- create brand guidelines
- implementation support based on requirements

PROJECT DELIVERY 

OPTION 1

- 3 hour initial face-to-face
- 1 hour weekly phone call
- 2 hour quarterly face-to-face
- business templates
- email support
- articles, tips + recommended reading

OPTION 2

- 2 hour initial face-to-face
- 1 hour weekly phone call
- business templates
- email support
- articles, tips + recommended reading

OPTION 3

- 2 hour initial face-to-face
- 1 hour f/nightly phone call
- email support
- articles, tips + recommended reading

PROFIT

A comprehensive analysis and review for business leaders looking to quickly improve business performance, cash flow and profit.

As a business leader it's easy to get too close to the problem and take too long to implement change for improved results. We'll thoroughly assess your business and help identify opportunities for immediate cash flow improvements, increased profit and longer term operational efficiency. You'll wonder why you didn't do this sooner.

PROGRAM MODULES

PERFORMANCE ANALYSIS

- strategic review
- detailed P&L analysis
- sales performance analysis
- marketing performance analysis
- customer satisfaction analysis
- operational and supply chain analysis
- internal team + contractor satisfaction analysis
- cash conversion cycle analysis

SHORT TERM PROFIT IMPROVEMENT

- identification of short term revenue improvements + cost reductions
- implementation plan
- regular review + adjustment

SHORT TERM CASH FLOW IMPROVEMENT

- review of business cash cycle
- review of supply chain agreements
- identify improvement opportunities + maximise use of capital resources
- implementation plan
- regular review + adjustment

STRATEGY + TACTICAL PLAN

- SWOT
- update business strategy
- develop tactical plan to achieve key goals
- create budget for implementation of tactical plan
- document team and/or individual KPI's
- allocate budget and KPI's to individuals/managers

PROJECT DELIVERY

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GROWTH

A program designed for business leaders looking to commercialise a new product, grow existing markets, expand into new markets, or explore other diversification options.

Business growth needs to be planned to ensure it's sustainable and most importantly, profitable. We'll analyse your current business, its opportunities for growth and work with you to develop and implement a plan that also considers cash flow.

PROGRAM MODULES

PERFORMANCE ANALYSIS

- strategic review
- detailed P&L analysis
- sales performance analysis
- marketing performance analysis
- customer satisfaction analysis
- operational and supply chain analysis
- internal team + contractor satisfaction analysis
- cash conversion cycle analysis

RESEARCH

- conduct research as required...
 - industry
 - competitors
 - customers
 - new markets
- focus groups
- research analysis
- recommendations

STRATEGY + TACTICAL PLAN

- SWOT
- update business strategy
- develop tactical plan to achieve key goals
- create budget for implementation of tactical plan
- document team and/or individual KPI's
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LEADERSHIP + TEAM

- leadership team, sales team + operational team structure, roles, responsibilities, relationships, remuneration + recognition
- personality profiles
- training + support plan
- implementation + performance monitoring

PROJECT DELIVERY

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TRANSITION

At some stage you'll be looking to reduce work hours, transition out of the business, or sell.

We can help make this a smooth + profitable transition. Following is a program covering the basics of a successful transition, yet if you have a larger business, with a more complex structure, we can design a program to suit your specific needs.

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- implementation + performance monitoring

PROCESS IMPROVEMENT

- systems + process review
- documentation of improvement opportunities
- setup performance measurement, monitoring + reporting
- change implementation with team
- individual KPI's adjusted to incorporate change

TRANSITION

- confirm business exit or transition objectives
- define goals + timeline
- business valuation + divestment readiness assessment
- implementation support + monitoring

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MODULES FOR A TAILORED PROGRAM

Need something a little different? That's OK. These programs are entirely flexible. They have been created based on the most common needs of our clients.

If however you're clear on what you'd like to achieve, let us create a tailored program to suit. Either select from the modules listed below or provide us with a simple brief and we'll develop a custom program for you. It's that simple.

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BUSINESS REVIEW

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CUSTOMER RELATIONS

- sales process review
- customer satisfaction analysis
- customer care process review
- implement change with measurement + monitoring

EFFICIENCY + PRODUCTIVITY

- review processes + systems
- review current time management methods
- assess delegation process
- review monitoring of delegated tasks
- identify opportunities for improvement + implement

LEADERSHIP + TEAM

- leadership team, sales team + operational team structure, roles, responsibilities, relationships, remuneration + recognition
- personality profiles
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- implementation + performance monitoring

OPERATIONS REVIEW

- procurement review
- product + service design + development
- manufacturing + service delivery assessment
- focus on quality + efficiency

PERFORMANCE ANALYSIS

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PRODUCT + PRICING

- review of product mix
- product price points + margins
- competitor price points
- identification of opportunities for improved positioning + performance

RESEARCH

- conduct research as required...
 - industry
 - competitors
 - customers
 - new markets
- focus groups
- research analysis
- recommendations

SALES REVIEW

- target customers + characteristics
- review of sales process + team performance
- CRM + pipeline management analysis
- sales team recognition + reward

SHORT TERM CASH FLOW IMPROVEMENT

- review of business cash cycle
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- identify improvement opportunities + maximise use of capital resources
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SHORT TERM PROFIT IMPROVEMENT

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SUPPLY CHAIN REVIEW

- review current supply chain structure
- review supply chain performance
- make vs buy decisions
- research competitor supply chains
- identify + implement improvements

TRAINING + DEVELOPMENT

- define skills required within team
- audit of current team
- identify gaps or inconsistencies
- develop training plan
- implement + monitor

TRANSITION

- confirm business exit or transition objectives
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VISION, MISSION GOALS

- identify + document company vision + mission
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CUSTOM

- send us a brief outlining your specific business needs + we'll create a custom module and/or program to suit
- These development modules are just the beginning of what's possible.

WHAT'S NEXT?

After an initial support program, or even without it, we're here to keep you get focused for the long-term.

You may not have the luxury of a business advisory board, a leadership training department, or shareholders to keep you accountable to your goals. Yet we can do all that and more at a fraction of the cost. Regular accountability and a sounding board when you need it. This ongoing support will make you far more money than you'll ever invest in it. We guarantee it.

REGULAR SUPPORT



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OPTION 3

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- 1 hour f/nightly phone call
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- articles, tips + recommended reading

For more information on a mentoring and development program, or if you're seeking a consultant for your next project, please contact David Lumb at **david@betterbusinesstoday.com.au** or call **07 5442 8680**