

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 like:

- looking to purchase other companies
- adding to the management team, or sales team
- looking at investment loans or expansions to an overdraft
- taking on new partners etc
- winning a large tender
- taking on the distribution rights of a significant product or service
- consolidation from a Cash-flow management focus,
- consolidation of your Work force
- 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.



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 Alignment"... a series of questions and checklists to run through to provide a 360 degree review of you and your business. We can schedule this to suit your workloads.

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.

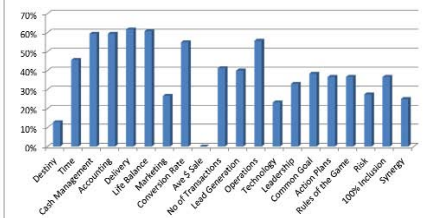
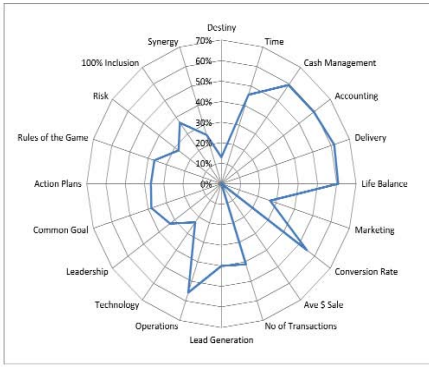
Dis-economies of Scale

Businesses can experience or be at risk from:

- growth through acquisition of other businesses,
- booms in organic growth (new partner or investor or bank loan),
- adopting more products/services/market areas,
- the securing of a major tender/supplier
- loss of valuable management resources at the wrong time.
- tell-tale signs that companies experience when these things occur include being...
- late on delivery deadlines, and slow to react to client demands
- slow to react to competitive threats
- a rising cost of sale
- falling workforce morale
- growth has stalled
- high levels of waste
- increasing debt
- management stress through absenteeism, descent or conflict



Areas to Systemise	Completion Level	Est. Value Found
1 Destiny	13%	\$ 5,000
2 Time	46%	\$ 12,000
3 Cash Management	59%	\$ 3,000
4 Accounting	59%	\$ 2,000
5 Delivery	62%	\$ 5,000
6 Life Balance	61%	\$ 2,000
7 Marketing	27%	\$ 10,000
8 Conversion Rate	55%	\$ 1,500
9 Ave \$ Sale	0%	\$ 15,000
10 No of Transactions	41%	\$ 4,000
11 Lead Generation	40%	\$ 5,000
12 Operations	56%	\$ 5,000
13 Technology	23%	\$ 2,000
14 Leadership	33%	\$ 3,000
15 Common Goal	38%	\$ 8,000
16 Action Plans	37%	\$ 12,000
17 Rules of the Game	37%	\$ 3,000
18 Risk	28%	\$ 4,000
19 100% Inclusion	37%	\$ 2,000
20 Synergy	25%	\$ 100
Overall	39%	\$ 103,600



Implementing 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 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

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.

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.

There are a number of options that are designed to suit your current situation, your budget, your team size, the level of urgency that you have, and anything else that you make us aware of in the process. The key thing is, that where we identify some decent opportunities for you... then our goal is to make sure you can capitalise on them, regardless of how much you want us to be involved

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 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.



20x 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... so you'll pay only \$2500 to find a guaranteed \$50,000 of potential value in time or money in your business.

"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.

"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



Clive Jones

34 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 software implementer & trainer • 5 years as Business Consultant • 7 years as Business Coach.

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