



Australian Government

**BUILDING OUR FUTURE**



An Economic Sledgehammer Has Produced 3 Classes of Businesses, Where Does Yours Fit?  
Some businesses have been stopped in their tracks, forcibly closed or the entirety of their sales revenue has simply evaporated.

Others are still operating, but as a result of the significant spike in unemployment they are faced with a severe challenge to survive.

Then there are the lucky few that continue to trade without interruption, and in fact, due to the Government stimulus measures, notably the asset write off and the Boosting Cashflow concessions, they will be in a better financial position.

Meaning no disrespect to those who are currently experiencing great hardship, everyone should be aware they have options, as difficult as they may be to see just now. I refer to those options below.

As you will read, one option is survival. And **the strategies and management principles that will help you survive the economic impact of COVID – 19 will also generate more profit and stronger cash flow on the other side.**

A Government Funded initiative initially established to help the owners of regional businesses build stronger profitability has undergone a transformation and now includes content presenting strategies to help you survive the current crisis, and then prosper during the regeneration stage that is sure to follow, sooner than you can probably imagine just now.

### You Have 2 Options

You can walk away from the business never to return. This is not something anyone should be ashamed to do, and it may well be the best choice of action in respect of your future lifestyle.

Alternatively, you can accept that an event has taken place completely beyond your control, appreciate, while not being able to perform miracles, the Government is introducing rescue packages the like of which has never been seen before. This option will see you take advantage of these packages and rebuild, then look to the opportunities economic downturns always present and build a business that was better than it was prior to COVID-19.

If the second option has some appeal, enrolling in this program is a great place to begin.

Outcomes Business Owners Can Expect.

As a result of successfully completing the **Building Better Regional Businesses Program** you will implement strategies and management practices that will help you to build a better business.

### Survival First

- Avoid the 2 fundamental errors many managers make in times of economic uncertainty.
- Implement the 8 essential survival strategies.

### Then Benefit from a Better Business

#### Topic 1: Profit Improvement – First Steps

This topic showcases the significant profit improvement achievable as a direct result of management changing focus from sales revenue to net profit. During this preliminary stage of the course participants will calculate the profit improvement potential of their business, gain an understanding of the actions that must be taken in order to improve and discover a process that holds them accountable to close out the actions they commit to.

This topic will offer you an insight into the achievements possible through the implementation of the array of strategies to be presented throughout the remainder of the course and will instill the confidence necessary for you to introduce changes to existing processes - where necessary.

#### Topic 2: Pricing for Profit

The price you charge, more than any other business variable, has the greatest impact on the profit you earn. Strategies will be presented that produce increased margins & stronger cash flow, without impacting price sensitive customers. You will examine pricing strategies adopted by large corporations both in business to business, and business to consumer settings, easily transferrable to the SME space, but rarely done so due to entrepreneurial insecurity. We will delve deep into the pricing structure of enterprises operating in regional communities.

#### Topic 3: Segmenting Customers, Products & Services - Measure What Matters

This topic will be challenging for those not comfortable working with numbers. However, so significant is the gain to be achieved by getting your head around segmentation and effectiveness, opting out of this step in the profit improvement journey is not allowed! Those participants who do struggle with the financial aspects of the business will receive a system to see them right.

We all know some customers are not worth having and some jobs are not worth doing, but we do them anyway in the belief a few dollars in revenue is better than no dollars in revenue – **wrong!** Service & manufacturing businesses generate profit from the conversion of hours worked (*people or machine hours*) to hours charged to customers. Effectiveness is the measurement of hours traceable into customer invoices, as a percentage of the total number of hours worked or available.

What comes as a shock to business owners is how low this % is in their business, typically in the range 54% to 62%. They are shocked because **busyness** is mistaken for effectiveness, in fact busyness hides low levels of effectiveness. You will see that setting a target of 70% (*it will be higher in certain industries*) has a dramatic impact on profit and cash flow, and you will also learn how to monitor the effectiveness of your business – weekly.

#### Topic 4: Accountability in an SME environment

Accountability drives results, and in the absence of accountability, results suffer. The nature of the small and medium enterprises is such that true accountability is virtually impossible to achieve. The reason for this is that the people who own the business, the people who are charged with the responsibility of managing the business, and the people responsible for setting the strategic priorities for the achievement of growth and development, are one and the same.

Contrast that to the business model of a public company where an executive team is held accountable by a board of directors and the directors are answerable to the shareholders for the long-term performance achieved.

Obviously, a small business cannot afford the cost associated with such a structure, but this does not mean it has to forego the many benefits of the structure. During this section of the course why and the how to.

#### Program Format

This program will be delivered as an eLearning course, meaning you can work through the material at a pace that suits you, in the comfort of your home or work environment.

The program will be launched with a live online broadcast, refer [to this registration page](#) for dates.

Good training produces a permanent change in behaviour. And better financial performance always results from the implementation of better management practices. In the opinion of many leading educators, including those at Harvard Business School, eLearning is more effective than traditional face to face talkfests. I have been delivering eLearning events to business owners for several years and am convinced of the merits of this mode of training. COVID-19 has now presented you with an opportunity to benefit from the experience.

I assure you this eLearning experience will not consist of you watching my talking head, on a small computer screen, for 3 hours at a time. It will involve you working on activities specific to your business with the goal of improving performance.

The program includes access to unlimited advice of an experienced Chartered Accountant and business advisor, and mentoring to help you adapt the strategies presented to suit the specific circumstances of your business.

### How to Register for the Program

The course is fully funded through the Better Regions Fund and is free for participants. Up to 5 people from each business can enrol. You can register for the course on the event registration page.

<https://buildabetterbusiness.com.au/building-better-regional-businesses-registration/>

or by contacting the program creator and presenter Philip Arnfield on 0407 605 944

### Program Creator and Presenter

The program has been created by Adelaide Chartered Accountant Philip Arnfield who will be delivering the workshops and providing mentoring for participants.



Philip operated an Adelaide based firm for over 30 years prior to selling it to a larger group. This has allowed him to concentrate on the creation & delivery of training programs to accounting firms and small business owners.

Philip founded the training company [buildabetterbusiness.com](https://buildabetterbusiness.com) and has delivered workshops to clients in Perth, Adelaide, Hobart, Melbourne, Sydney, and Brisbane.

In addition to his formal accounting qualification Philip holds a bachelor's degree in economics and a Certificate 1V in Training & Assessment.

**Questions & Further Information: If you require further information about this program the person to contact is Philip Arnfield Telephone 0407 605 944 or via Email [philip@babb.com.au](mailto:philip@babb.com.au)**