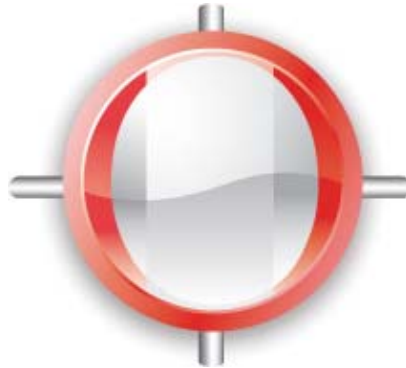


THE FOUR KEY STRATEGIES OF BUSINESS

PLANNING

PEOPLE



SYSTEMS

EXECUTION

Planning

- Forensic analysis
- Alternatives
- Strategic Direction
- Business plans
- Quarterly plans

People

- Recruitment
- Roles
- Responsibilities
- Performance planning
- Learning and growth

Execution

- Action plans: Marketing & Sales.
- Operations & HR
- Key performance indicators

Systems

- Structure
- Resource allocation
- Functional responsibilities
- Networks and databases
- Collaboration

There are only two reasons to be in business;

1. Enjoy the satisfactions that come with success

2. Make the sales that generate revenue and profits

To achieve both a business must have a coherent and cohesive strategy built around these Four Strategies. This is the expertise and resource that is too expensive for independent business to carry in-house full time. This is the strength that must be called off the

bench at the moments it is needed. This is the service BenchStrength provides to the senior management of independent business.

PLANNING.

This includes fully articulated *Business Strategy* in the context of the market segment, the strengths and weaknesses of the competitors in that segment and the objectives of the business. It requires in-depth *Desk Research* and the objectivity that can only come from

Forensic Analysis.

From this comes a fully documented *Business Plan* that turns the objectives into detailed practical and 'do-able' actions across the whole business. This is not academic theory. This leads to real-life, down-to-earth *Operational Planning* matched to the capabilities of the business and the skills of the people within it.

PEOPLE

It has long been a cliché that the greatest asset a business has is its people. It is less well understood that people can also be its greatest liability! Getting the right people with the right skills and attitude into the right jobs is a continuing project at which BenchStrength has a long and successful record.

This includes all the strategies and operational procedures for accurate job definitions and expert *Recruitment, Training, Mentoring, Counselling, Leadership Development and Team Building.*

It is the glue which holds everything together and enables the whole organisation to function effectively to meet its objectives and provide its employees with the rewards and satisfactions they need in order to keep on contributing. It includes the vital roles of Monitoring Performance and, as needed efficient and painless *Exit procedures*

EXECUTION

This is the engine of the business. It involves translating the strategies documented in the Business Plan into effective *Sales, Marketing, Operations & Finance*

Action Plans. Nominating and assigning exactly who is charged with implementing what actions across the entire business: action plans aligned to your goals and timed to reflect the impact and urgency of your needs and your capabilities. It offers insight into performance by *tracking & tracing key measures* creating the ability to predict what moves are required next. Execution means holding people accountable with a *rhythm of review* to communicate action, result and re-action across the business and is the vital key to increasing sales and improving productivity.

The right people and the right plan are useless unless accurately executed.

SYSTEMS.

Every business must be structured around a disciplined system in order to make sales. Most businesses do not have such a system. Yes, the business has products/services and yes it has sales people and operational processes but typically these are not co-ordinated as well as they can be to work effectively together. BenchStrength investigates the form and function of the business to ensure *Resources, Roles, and*

Responsibilities are properly understood and efficiently meshed. This brings across-the-board *Collaboration & Knowledge Transfer* that makes the business a 'smart' business, always learning and always able to respond faster and more effectively than its competitors. This includes efficient and effective use of technology that meshes *Networks and Databases* to enhance customer service and achieve the *Customer Satisfaction* that brings them back time after time.

BenchStrength is able to constantly measure the effectiveness of the sales system and recommend the fine-tuning that improves performance.

HOW WE CAN WORK WITH YOU?

There is no hard and fast formula. We are entirely flexible and able to meet the particular needs of each business.

Typically there is one issue that has priority in your business. Perhaps there are People issues or Systems issues that need investigating and improving. Perhaps the pressing need is to generate more Sales and revenue. We are more than happy to start working with you on these focused one-off issues.

On the other hand there are clients who want to start from the beginning by asking us to look at their big-picture Business Strategies and have everything flow more efficiently from having a precise and effective core plan.

You decide the priorities and we'll help you make all the right moves.

HOW DO WE CHARGE?

Again this is on a customised basis.

The components of *Time, Expertise, Depth of Problem, and Assistance with Execution* all have significance that must be described, examined and agreed upon.

We can assure you of this - everything will be transparent, open and frank and what we say we will charge you can count on. There will be *No Surprises!*

WHO ARE WE?

Dave's professional career, over the past thirty years has spanned; marketing, management, business development, operations and strategic planning, in mass market retailing and business to business distribution within the petroleum, tyre and capital equipment industries.

He has led two top 500 Australian Organizations as Managing Director and has both national and international experience having lived and worked in Canada, the United States and Australia.

He has held regional operational responsibilities throughout India, China and Southeast Asia and worked on mergers, acquisitions and joint ventures.

Stuart's professional career over the past 30 years started with a Trade background expanding into training as a technical instructor. He then moved into manufacturing and distribution developing into a Human Resource practitioner. Stuart led roles as HR Director responsible for the Asia Pacific Region in the Capital equipment industry including a position on the board in Australia.

He was a key executive in the development of Joint ventures in China and India.

Stuart has lead a \$600m organisation as Vice President responsible for all commercial operations and the supporting functional teams

Together we form BenchStrength: helping organizations *make all the right moves* in a wide variety of industries: retailing, professional services, manufacturing, wholesaling, recreation and distribution, helping them to solve their business and people challenges.



-BENCHSTRENGTH-
Business Strategies  *Make All The Right Moves*

Suite 307 Nexus, 4 Columbia Court, Norwest Business Park, Baulkham Hills NSW 2153
Stuart Redman T: 02 8860 9182 | David Boyd T: 02 8860 9183
stuart.redman@benchstrength.com.au | david.boyd@benchstrength.com.au

www.benchstrength.com.au