

# *The Newsletter For Local Business Owners Looking To Build A Better Business*



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## July 2014

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*Helping you create the perfect business!*

### Quote Of The Month

*"Happy are those who dream dreams and are ready to pay the price to make them come true."*

**Leon J. Suenes**

## **"How To Build A Better Business— The Easier Way"**



Welcome to the very first issue of '*The Business Builder Newsletter*'. The goal of our monthly newsletter is simple... to help you build a better business. Yes, we're accountants, but we're also experts in helping people to grow their businesses.

Remember, we're business owners too. We understand the challenges you face, the problems you encounter and the day-to-day realities of running a business. It's NOT easy and anyone who says it is, has either never ran a business before or is just plain lying!

We believe there are just three core components of any business—PROCESS (how you deliver your product or service to the customer), MANAGEMENT (this includes the accounting and bookkeeping, administration and staffing) and MARKETING (how you acquire and retain

customers). *Con Antonio* Managing Director We'll discuss various best practice and advanced techniques across each of the three disciplines throughout each issue of The Business Builder. Plus, I'm delighted to announce that each month Steve Hackney, one of the world's leading business growth experts, will provide one hard hitting article on strategies to help you grow your business. In this issue he talks about the importance of managing your time to get huge productivity gains—this is fascinating!

So we promise to fill each issue with great content that will be easy to apply to your business. But we want to give you more than that. We also want to have a bit of fun too, so we'll also include puzzles, cryptic questions, cartoons (making fun of ourselves in the main!) and *continued on page 2...*

# Why Businesses STOP Growing

*Continued from page 1...*

other interesting stuff (like our 'Dumb Criminals' section on page 3 and 'Brain Tracker' on page 7). Running a business is tough, so some light-hearted pieces I'm sure will make you smile too.

We want this to be your newsletter, so please let us know if there is anything in particular you want us to cover. And we'll plan it in for a future issue.

And finally...

I just want to say that during the last few years, it's clear that having a successful business is about making sure you dedicate time, energy and effort into the 3 components I mentioned earlier and another vital ingredient...

**"Having a great support team around you is vital in this new economy"**

...having a great team to support you. That means your staff and your business advisors. Having a great support team around you gives you a 'comfort blanket' and a protective shield which will serve you well during the growth of your business.

Enjoy! CA

To understand why growth slows or stagnates in any business, we first need to look at how a typical business evolves and why the frustration starts to mount as this growth slows. We call this the 'Growth Roller-Coaster'.

Take a look at the illustration below. The starting point is the beginning of a business, usually created by a sole proprietor or a small partnership/directorship. Typically, the owners are very hands-on at this stage with few, if any, staff and modest resources. In the early months and years the business grows very well.

Customers receive a high degree of director attention with high levels of expertise and customer-care as a result. Costs in the modest operation are relatively low and the business can respond quickly to customer and market needs.

Word is spread by customers and referrers about the great,

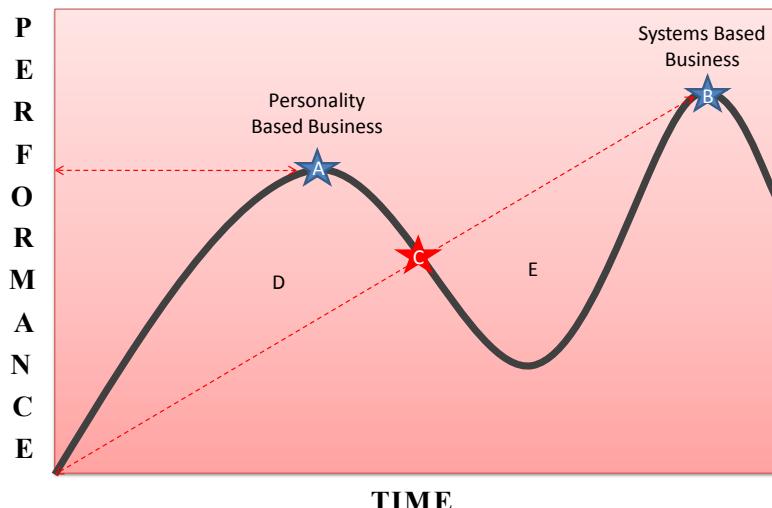
cost-effective products or services and new business is easily gained. The business quickly expands to a peak at point A, driven by the personalities and skills of its owners.

In an ideal world, two conditions will now be met. Firstly, the directors will recognise that they have reached the pinnacle for a personality-driven business and secondly, the business and financial performance will be at a level that completely satisfies them. In reality, neither is the case.

What happens in the real world is that the owners continue to drive forward. However, with growth problems materialise...

Staff and resource levels have been increased to serve the growing customer base, increasing costs and tying up director time. The owners themselves come under increasing time pressure, being

**The Growth Roller Coaster**



# Why Businesses STOP Growing

torn between customer, staff and business needs. Falling service levels and rising costs see the growth constricted and dissatisfaction around the business grows in its place.

Have you ever heard yourself or a colleague say, "This was so much easier in the early days!"

Now the owners find themselves at point C. Right now, you are likely to be at some point between A and C.

Reality has dawned and the business is at a crossroads.

Do you remain a personality-driven business and attempt to claw your way back to point A by downsizing, culling customers and laying off staff and try and raise point A to a higher point?

Or, do you undertake the investment (mostly in time and effort) required to move forward and become a systems-based business at point C. I guess as you're taking this course, it's highly likely this is what you want to achieve.

Interestingly both types of business can be successful with the right planning and management. But, too many businesses find themselves falling into the trough in between simply because they've didn't consider early enough what their fundamental strategies and goals should be.

Instead emphasis is placed on the process functions of the business like, delivering the product or service and support

to customers and essential marketing and management of the business is overlooked. Growth, consequently, is limited.

Let's look then at the high-level view of your business (which can be any business). As I mentioned earlier, it has three key components...

## 1. Process

The mechanics by which any business 'produces' its saleable products or services. This is how you generate income.

## 2. Marketing

The generation of new customers, the retention of existing customers and the maximisation of customer value. This is how you acquire and retain customers and this course focuses on this particular component.

## 3. Management

The running of the business - its performance management, strategies and goals as well as the financial management of your business (where we come in!). This is where you generate profit and wealth.

When a business is growing steadily and reaching the owner-managers' objectives, the 3 functions work together to create a harmonious cycle (see diagram on page 4).

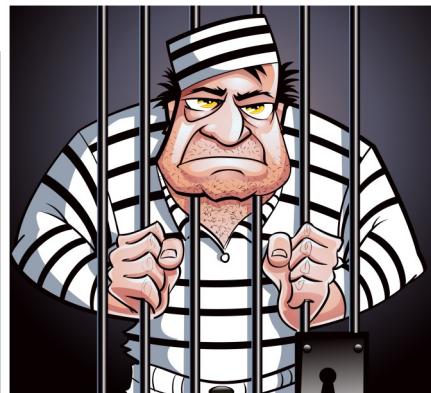
In reality, the majority of people in business are taught process skills from school days, through skills training and

onwards.

We are taught how to read and write. How to follow instructions and answer questions. How to replicate what we learn. You develop expertise in how to do 'things'.

In other words, your expertise

*continued on page 4...*



## Dumb Criminals

So, it's been made understood that men only want one thing... a nice, red, juicy... steak. And some will stop at nothing to get one. In a mad attempt to create a romantic dinner for him and his lucky (you be the judge of that!) lady, a man in Florida shoplifted four steaks and a couple of candles. But being the utter genius, he hid them in... his... pants. According to Huffington Post, he tried to run away after being caught by an employee. Just one more reason to go vegan!

# Why Businesses STOP Growing

and skills invariably lie in the PROCESS function. Consequently, with the skills and knowledge loaded towards the Process function, businesses can only grow whilst there is capacity within the Process function to do so.

But without the same relative development in the management and in particular marketing functions either side, growth becomes limited...

The cycle now starts to look very different (see diagram below).

So the solution is simple...

You need to start putting more effort into the marketing and management functions of the business to realign the balance.



This doesn't mean you neglect the process function.

It just means you work smarter and allocate your time and effort better to include these two crucial areas of your business.

So, there is little doubt as to why most businesses do not achieve the growth objectives the directors or partners have set and why now is the time to make the transition from a process-led business to a management- and, in particular, a marketing-led business.



*How your business looks when things are going well (growth period)*

Our goal is for you to have a systems-based business that's set up to achieve your objectives. In each issue of this newsletter, we'll do our best to give you everything you need in order to achieve this goal.

# “5 Simple Time Management Strategies To Increase Productivity & Accelerate Your Growth”



*Steve Hackney—Helping you to quickly grow your business*

One thing that constantly amazes me is how quickly each year passes. The days, weeks and months seem to roll into one, and before you know it 6 months has passed. You're left wondering 'where did the time go?'

Now that's okay as long as you plan your year out. However, most people spend more time planning their holidays than planning THEIR YEAR AHEAD.

If you plan - you get more done, much more done. If you fail to plan and set goals it's surprising how little you'll accomplish.

All the high achievers and successful people in this world identify planning and goal-setting as a major contributor to their success.

Why? Because in addition to giving them a clear roadmap, it also helps them plan their daily/weekly/monthly schedules and with effective management of time it enables them to get a huge amount of work done.

For example, many people who have observed me will say 'how does Steve get so much done?' It's true, I get more done in a day than most do in a week. It takes discipline, but there are some proven tricks and strategies I use to achieve very high levels of productivity and that's what I want to talk to you about today.

Effective time management is something that isn't often associated with growing a business, but effective management of your time is a very potent weapon (and conversely poor management of time can be a real business growth inhibitor).

The good news is that it's not that difficult to massively improve your output if you follow my simple '5 Key Time Management Tips For High Performers'. Like everything I will discuss with you in this newsletter, none of these *continued on page 6...*



## Cryptic Puzzle Of The Month

Three men are buried in the sand all facing forwards with their heads above ground.

Each man has a hat placed on his head selected from a bag containing 3 red hats, and 2 black hats, and the men knew the possible hat choices.

The men cannot turn around to see the men behind them.

The man at the back is asked what hat he is wearing. He replies 'I do not know'. The middle man is asked what hat he is wearing. He also replies 'I do not know'. The man at the front is then asked what hat he is wearing. He replies 'I am wearing a red hat'.

ANSWER IN NEXT MONTH'S ISSUE!

# Time Management Strategies...

things are difficult or even earth-shattering, but they do make a significant difference as long as you start using them! So here are my key Time Management Tips...

**1. Planning:** Plan each month and then each week and then each day based on your goals. The key here is to establish what you need to do each month to accomplish your goals. Then break these tasks down to weekly and then daily tasks. You must always prioritise these 'goal orientated tasks' above 'general tasks'.

You're probably thinking—this will take a lot of thought and time to plan out. You're right. It does. That's why so few people do it. That's why so few people succeed in life.

Do not underestimate the power of carrying out this first step—it

**“Turn off your mobile phone and your emails”**

is the key to your success.

**2. Work During Your High Performance Times:** You'll get much more done in times when your body is alert and active. For many this time is 6am-1pm and 8pm-11pm (but you'll know when you're at your best). The worst times are generally after eating! It's during these high



*Implement these strategies and create more time to get stuff done!*

performance times you should carry out your 'Goal Orientated Tasks'. This one step alone will improve your output significantly—so make sure you only allocate this time to the important tasks! Use the less productive times for 'general tasks' and meetings. Here's why...

- (1) Since our minds are more active and fresh we can get more done.
- (2) Concentrating on the task at hand is much easier.
- (3) Our creative juices are flowing when our minds are more active and alert.

**3. Block Out Your High Performance Times:** Next make sure you block out your high performance times and under no circumstances let other things get in the way. Again this is key to your success. Treat your high performance times as compulsory appointments (in other words, you can't cancel them). If you have a secretary or P.A. make sure they understand these 'appointments' are never

to be broken and replaced with anything else.

**4. Resist All Distractions:** During your high performance times turn off your mobile, take your office phone off the hook and don't open your e-mail programme.

Even one interruption can set you back an extra 15-30 minutes not including the time of the interruption. This does take a high level of discipline. In the early days you will find the temptation of leaving your phone or email programme on hard to resist, but I promise you, this will slash your effectiveness by at least 50%. Once you force yourself to reduce your distractions to zero, you'll find it very liberating!

**5. Tell Staff (and family):** You must explain to staff and family that unless it's an emergency you are not to be disturbed during your high performance times. By adhering to these 5 key time management tips I guarantee you'll get so much more done.

This translates to greater income and more success—worthy outcomes don't you think? See you next month. **SH**

The important thing is to discipline yourself. If it was easy to do these things everyone would be doing them.

# What Our Clients Say About HID Group

As a loyal customer of your firm, I would like to thank Con Antonio and his team for a consistent and reliable service. HID and Con have been a part of our business for the last 18 yrs. We find no matter the question or how complex the situation, Con and the team achieve first class service with praise worthy attention to our needs. After 26 years in the dental profession I have no hesitation recommending Con and the HID group for all that they offer.

*Proslab Dental  
Damian Synefias*



*We are experts at helping our business clients financially manage and grow their businesses!*

We have been using HID Group over many years for our financial management as well as personal wealth creation. Our experience has always been very positive and extremely responsive. The personal service and HID's in depth knowledge of

our business makes it very easy for us to run our business accounts efficiently. We are provided with professional advice and support every time. The consultants are knowledgeable and timely in responding to our needs. The personal wealth creation strategies have been very successful which has provided us with an investment portfolio enabling us to maximise our tax benefits. I would highly recommend the HID Group as professional, timely, knowledgeable and efficient tax and business consultants.

*Jim's Cleaning Inner  
Melbourne Pty Ltd  
Arthur Vrahnas*

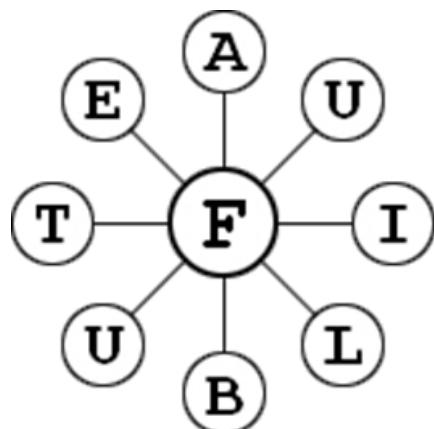
I have been a client of HID accounting since 2009. Throughout this time they have been extremely professional and their tax knowledge is outstanding. They are more than just an accounting firm and genuinely have your best interests at hand. It really is a great partnership and I look forward to working with the team at HID for many years to come.

*Thomas Investments  
Mark Thomas*



## Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central F and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?



Excellent: 28 words. Good: 22 words. Average: 19 words.

## Bet You Didn't Know



- 52% of people admit to forgetting their partner's birthday.
- The most preferred profession by someone looking for a date is a chef.
- In the summer the amount of water pouring over Niagara falls each second could fill 13,000 bathtubs.
- It only takes two thin spokes to make a wheel strong enough to hold the weight of a rider. The rest are spares but are required under a law drafted in the 1920s which has never been repealed.
- The earliest recorded case of a man giving up smoking was on April 5, 1679, when Johan Katsu, Sheriff of Turku, Finland, wrote in his diary "I quit smoking tobacco". He died one month later.
- Each king in a deck of playing cards represents a great king from history: Spades - King David, Hearts - Charlemagne, Clubs - Alexander, the Great, Diamonds - Julius Caesar.
- The largest number of children born to one woman is recorded at 69. From 1725-1765, a Russian peasant woman gave birth to 16 sets of twins, 7 sets of triplets, and 4 sets of quadruplets.

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## Ask Us About Our Unique Accounting & Business Services...

### Value-Added Services:

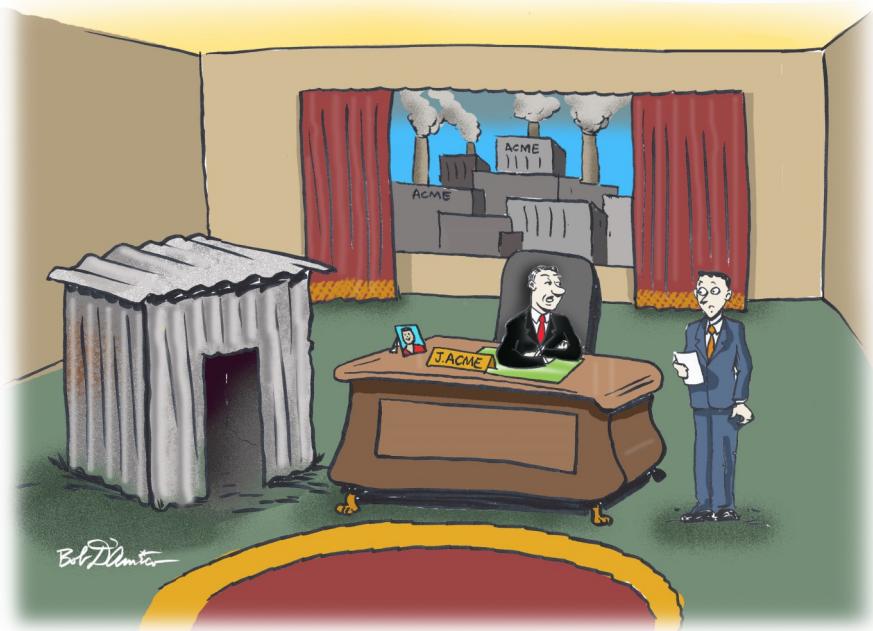
- ✓ *Business PerformanceTRACKER*: Monitoring The Health Of Your Business
- ✓ *DecisionMAKER* – Looking To The Future To Guide Your Decision-Making Today
- ✓ *BusinessBUILDER* – Raising The Funds To Fuel Your Growth
- ✓ *ProfitSAFE* – Keeping Your Money In Your Hands
- ✓ *FutureSAFE* – Guiding You Into A Successful Life Beyond Your Business

### Compliance Services:

Personal Tax Returns | Income Statements | Business Accounts | Company Accounts | Company Tax Returns | Companies House Returns | Statutory Audits |

### Other Unique Benefits:

- FREE No-Obligation Initial Meeting
- Unlimited FREE Support
- 3-Step Service GUARANTEE
- FREE Access To One Of The World's Leading Marketing Systems



*"It's my TAX shelter!"*