

# ALEXANDER'S BUSINESS CLUB

PRESENTS

## TRANSFORM YOUR BUSINESS IN LESS THAN A YEAR PART 1

# SHARPENING THE SAW

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THE ALTERNATIVE BOARD

*Shared Wisdom, Bottom Line Success*

# ALEXANDER'S BUSINESS CLUB

## SHARPENING THE SAW

### The step machine and the mountain.

You put in a tremendous amount of effort  
only to find you have not moved!



But have you made progress?

Muscles

Stamina

Repetition

Endurance

Perseverance

Mentality

And where will that get you?

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

**So how do you climb a mountain?**

**It's just one step at a time!**

**Do you want to get off the treadmill of constantly working  
in your business?**

**Are you ready to get away from the inertia of working in  
your comfort zones?**

**Then let's start climbing that mountain.**

*"There is an urban myth that a business is conceived as an idea by an entrepreneur who then plots a course of actions. This is very rarely true.*

*from The Conception of a Business, 16<sup>th</sup> March 2017*

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **What is your PERSONAL VISION?**

#### **What is a Personal Vision?**

Your personal vision statement guides your life and provides the direction necessary to chart the course of your days and the choices you make about your career.

#### **Why do you need one?**

A Personal Vision helps you to visualise what you want to achieve from your life, both personal and business.

It should help to make sure you are getting what you want, or at least heading in the right direction.

#### **The sort of questions you should ask.**

What sort of life did you expect when you started in business?

Is your business providing the life you hoped it would?

What do you want your working week to look like?

How many weeks holiday would you like each year?

What income level do you want to achieve?

What do you want to do on your holidays and at weekends?

# ALEXANDER'S BUSINESS CLUB

## SHARPENING THE SAW

### WHAT IS YOUR PERSONAL VISION?

#### What should you include?

- What are the things you most enjoy doing? Be honest. These are the things without which your weeks, months, and years would feel incomplete.
- What things must you do every single day to feel fulfilled in your work?
- What are your most important values?
  
- Your life has a number of important facets or dimensions, all of which deserve some attention in your personal vision statement. Include one important goal for each of them.
- If you never had to work another day in your life, how would you spend your time instead of working?
- When your life is ending, what will you regret not doing, seeing, or achieving?

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# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

**WHAT DO YOU WANT YOUR BUSINESS TO LOOK LIKE?**

**HOW SHOULD YOUR BUSINESS BE PERCEIVED?**

**What is your business model?**

Are you focussed on adding value, providing customer service, generating recurring revenue, creating a subscription model, maximising profit, or something else?

**How do you treat your stakeholders?**

How do you look after your customers, support your employees, suppliers etc?

**What are your quality aspirations?**

Do you want to be known for award winning quality, consistently delivering to the same standard, providing the cheapest service etc?

**How do you align the company culture, philosophy and values?**

Is what you say you want to achieve consistent with how you treat people and what you deliver?

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **WHAT IS YOUR COMPANY VISION?**

#### **What is a Company Vision?**

A Company Vision statement should be an inspirational statement indicating both what the company wants to become and intends to achieve in the future.

#### **Why do you need one?**

Vision statements should stretch the imagination while providing direction and clarity. A good vision statement will help inform direction and set priorities while challenging employees to grow. It's important that the vision statement be compelling not just to the high-level execs of your company, but to all employees.

It should provide the foundations for a broader Strategic Plan.

It should help the company focus on strategic opportunities that advance the company's declared purpose.

It should help companies differentiate themselves from competitors. It typically gives direction as to how a company will achieve its goals.

# ALEXANDER'S BUSINESS CLUB

## SHARPENING THE SAW

### WHAT IS YOUR COMPANY VISION?

#### What should you include?

- This should embody the ideals, personality and philosophy of the author.
- Dream big, and focus on success.
- Use the present tense.
- Use clear, concise language.
- Infuse your vision statement with passion and emotion.
- Paint a graphic mental picture of the business you want.

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# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **The Alexander Accountancy Company Vision**

Our aim is to provide the best value for money advice available to SME's with excellent levels of proactive customer service. Providing our clients with the support they need to progress their businesses, have more time for themselves and less stress in their working lives.

We want to offer a lot more than just the basic compliance type services and to find ways of adding value for both our clients and our contacts.

We have a culture that strives to make all our stakeholders "happy campers".

This includes helping all of our staff achieve their ambitions, thanking them for their help and offering personal support when appropriate.

Trying to pay our suppliers on or before any due dates.

Helping our strategic contacts to develop their businesses.

But we especially focus on our philosophy of caring for our clients and helping them in every way that we practically can.

It is this vision that we believe will give us a sustainable business and guarantee our long term success and prosperity.

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **WHERE ARE WE NOW?**

### **THE SWOT ANALYSIS**

(Strengths, Weaknesses, Opportunities & Threats)

### **STRENGTHS & WEAKNESSES**

Subject	17/01/18	21/03/18	16/05/18	18/07/18	19/09/18	21/11/18
Owner Role/Impact						
Team Quality						
Operational Strength						
Market Position						
Company Culture						
Brand Strength						
Product Differentiation						
Strategic Relationships						
Planning & Control						
Financial Record						
Organisational						

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **THE SWOT ANALYSIS**

**(Strengths, Weaknesses, Opportunities & Threats)**

### **OPPORTUNITIES**

Subject	17/01/18	21/03/18	16/05/18	18/07/18	19/09/18	21/11/18
New Markets						
Products & Services						
Market Penetration						
Alliances/ Distribution						
Improved Focus						
Technology						
Employee Development						
Industry Trends						
Seasonal Influences						
Brand Awareness						
Market Research						
Competitor Vulnerabilities						
Operational Improvements						
Management Team						

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **THE SWOT ANALYSIS**

**(Strengths, Weaknesses, Opportunities & Threats)**

#### **THREATS**

Subject	17/01/18	21/03/18	16/05/18	18/07/18	19/09/18	21/11/18
Owner Availability						
Employee Vulnerabilities						
Business Culture						
Competitor Changes						
Emerging Competitors						
Pricing Trends						
Economic Factors						
Regulatory Changes						
Customer Affiliations						
Demographic Changes						
Technology Changes						
Environmental Risks						
Asset Protection						

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **WHAT ARE YOUR MOST URGENT CHALLENGES?**

The ones you lose sleep over.

**Please do not fill until asked.**

#### **Suggestions -**

1. Getting the right people
2. Credit control
3. Finding new customers
4. Delegating work
5. Job planning
6. Personal income
7. Managing staff
8. Systems & processes
9. Resources
10. Time management

# **ALEXANDER'S BUSINESS CLUB**

## **SHARPENING THE SAW**

### **WHAT ARE YOUR MOST IMPORTANT CHALLENGES?**

**The ones that will make the biggest difference.**

**Please do not fill in until asked.**

- 1.
- 2.
- 3.
- 4.
- 5.

# **TRANSFORM YOUR BUSINESS IN LESS THAN A YEAR PART 2**

## **BUILDING THE MODEL**

21<sup>ST</sup> March 2018

Will include:

Checking the saw

Setting goals and planning actions

Visualising your success

Creating your three year plan

Picking the next challenges to overcome

**THANK YOU FOR YOUR PARTICIPATION!**

## **ALEXANDER'S BUSINESS CLUB**

# **TRANSFORM YOUR BUSINESS IN LESS THAN A YEAR**

## **ADDITIONAL TUTORIALS**

From February 2018 Alexander's Business Club are offering five additional small group tutorials for up to six businesses to help them achieve the most from this year's programme of events.

The Tutorials will review the contents of the previous workshop, go through the workbook and exercises in more detail and offer examples to aid understanding.

The Tutorials will provide direct help to those struggling to complete the workbooks and exercises and provide a greater degree of advice and accountability.

There will be a single fee of £395 + VAT for the whole course of five tutorials. However we will not be able to offer discounts or refunds for non attendance. This is to protect everyone that starts the course, making sure all the Tutorials can be held even if some participants fail to attend or pull out.

Tutorials are planned to take place from 8.30am to 12 noon on Wednesday:

21<sup>st</sup> February 2018  
18<sup>th</sup> April 2018  
20<sup>th</sup> June 2018  
15<sup>th</sup> August 2018  
17<sup>th</sup> October 2018



# ALEXANDER'S BUSINESS CLUB

## Please help us by completing our Feedback Questionnaire

NAME:

Would you like us to provide accountability to overcome two business challenges by 21<sup>st</sup> March 2018?

Yes

No

My first challenge is: .....

My second challenge is: .....

The best email address to use is: .....

The best telephone number to use is: .....

Would you like to sign up for five additional interim small group tutorials to enhance your participation in the **TRANSFORM YOUR BUSINESS IN LESS THAN A YEAR** programme?

The single cost to attend the five tutorials beginning in February 2018 is £395 + VAT.

Yes

No

If you are happy to be included on the Alexander's Business Club mailing list for 2018 please opt in below.

I consent to the Alexander's Business Club sponsors contacting me by using the telephone number and email address above and confirm this is in accordance with the General Data Protection Regulations.

Yes

No