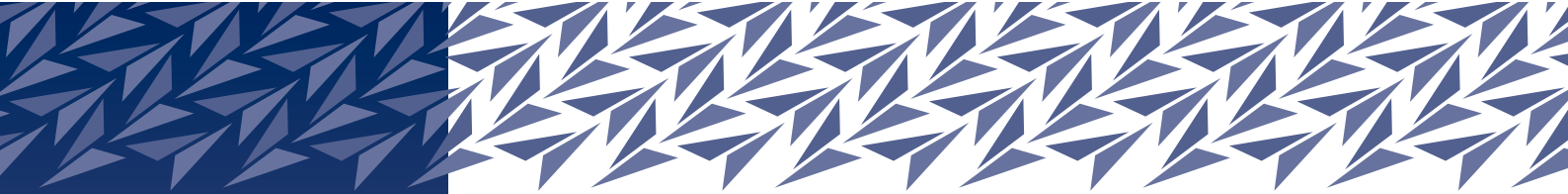




# Business Optimiser Services

time to *fast-forward* your business performance



What will your business look like when it's operating at an optimum level?

Find out by talking to Charter Partners today!

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Charter Partners **4-step Business Optimiser** program is the ultimate solution to:

- Benchmark the health of your business
- Boost your business to its full potential
- Benefit your bottom line
- Build business vitality

#### DO YOU HAVE A CLEAR VISION FOR YOUR BUSINESS?

Peak performance is not an accident. It's the result of a powerful vision and workable plan put into action over a period of time. In today's pressurised world it's easy to get caught up in the challenges of day-to-day business survival and lose sight of where you're heading, let alone work out the best way to get there.

With the help of Charter Partners **Business Optimiser** program, you don't have to get there by yourself. You'll have an expert business advisor by your side to ensure you regain focus and momentum and get back in step with your business goals.

#### A NEW WAY OF DRIVING PROFITABLE GROWTH

In four productive steps **Business Optimiser** makes peak performance possible.

It's a top-to-bottom evaluation of your business that identifies opportunities for growth and increased profits, develops a strategy to capitalise on those opportunities, and creates a step-by-step guide to keep you on a clear path to sustainable success.

- Step 1:** An extensive **Business Health Check**
- Step 2:** A constructive **Strategic Planning Day**
- Step 3:** Comprehensive **Financial Forecasting**
- Step 4:** Regular **Business Mentoring**

Because every business is different we tailor **Business Optimiser** to your specific needs, giving you the flexibility to select up to four of these progressive steps to suit your situation.

#### WHAT'S IN IT FOR YOU?

- Improved business skills
- Greater confidence and control in running your business
- A well-defined direction for you and your team
- Tools to increase profit, control cash flow and reduce debt
- More confident decision-making

#### Business Optimiser > It's thorough + It's engaging + It's transformational

- Accounting & Taxation
- Business Performance Services
- Business Optimiser
- Business Partner Program
- Business Mentoring
- Fixed Price Agreements
- Company Secretarial
- Succession Planning
- Superannuation, Retirement & Estate Planning
- Taxation Planning

accounting + business advisors

*The Business Optimiser services are excellent. You can see your shortfalls and strong points and it provides extra insight into the business, creating a perspective that would take me much longer to achieve.*

**Deirdre Thomson**  
Mitre 10, Tin Can Bay



# 4 steps you can take right now to boost your business

## STEP 1: BUSINESS HEALTH CHECK

### Vital signs for peak performance

How healthy is your business? And what improvements or changes could you implement right now to boost your results? The Business Health Check objectively reviews every aspect of your business to assess its overall fitness, pinpoint weaknesses, focus its potential and identify measurable goals to have it running at peak performance.



A better understanding of your current business position, plus a detailed report and score card with instructions on how to improve profitability.

## STEP 2: STRATEGIC PLANNING

### Charting a path to success

Your journey to success has to start with a clear vision for where you want to go with your business and what it should look like when you get there. Together we'll create that vision, develop a strategy to support it and set out realistic and achievable ways to reach it. By focusing on areas with the greatest return, we provide the extra dimension to propel you well beyond current performance.



A detailed game plan containing practical steps you need to take to move forward, leverage opportunities, minimise risks and stay on track.

## STEP 3: FINANCIAL FORECASTING

### Keeping cash flow pumping

Crunching the numbers is crucial to keeping your business healthy. Accurate financial forecasting provides an 'early warning system' to anticipate likely cash flow problems and take steps to avoid them. We'll equip you with reliable, up-to-date financial reports – powerful tools to give you greater control over your business and let you manage the present and confidently plan for the future.



Financial targets will be set for the year, and you'll be in a strong position to measure and monitor your progress to maximise cash flow at all times.

## STEP 4: BUSINESS MENTORING

### Gaining a fresh perspective

Are you too close to your business to be objective? Are you so busy working in your business, that you've got no time to work on it? A Charter Partners mentor can be a highly effective and valuable asset to achieve your business success. You benefit from our awareness, insight and perspective through regular meetings to assess cash flow and business performance.



A rewarding relationship and exceptional learning experience, that will challenge the way you think and act, inspire you to look at things differently and keep you accountable.