

business dominoes

transformational strategies to grow valuable businesses

Supported by:



Clarity and confidence

Operating your business day-to-day doesn't often allow you time to get into the helicopter and develop a strategy to grow your business. This often leads to not seeing the bigger picture of what's affecting your business in the market place and missing opportunities to achieve growth.

Working smarter, not harder requires you as a business owner to look for strategic initiatives, alliances and investors to grow your business outside its normal operating model.

Undertaking these types of transactions requires you to gain some skills that you don't use every day.

Program Overview

Business Dominoes tackles the key strategic issues facing your business:

- **Market Strategy** – how you compete
- **Business Model** – how you make money
- **Key Milestone Planning** – the steps you need to make it happen
- **Financing Growth** – sources of finance
- **Finding investors & deals** – identifying partners to suit your business
- **Pitching your business** – communicating your offer

Using a combination of 4 one-day workshops and 3 one-on-one mentoring sessions held over a four week period.

This intensive program is designed to assess your situation and arm you with the tools to design your own roadmap forward.

Program Difference

Business People – not academics, who have hands on experience in growing and managing businesses lead the programme.

Hands-On - no long boring power point sessions – plenty of hands on working on your business – immediately applying learnt techniques.

Honest and Frank Feedback – facilitators that are skilled at challenging you and your strategy and investment case to help your business succeed.

Trial Pitch - The programme concludes with a trial pitch to seasoned investors, bankers and business professionals to obtain feedback.

All attendee's leave with a new perspective on their business strategy and investment plan.

Typical comments from alumni

"A massive contribution to myself and my business. We have made a radical change in our business strategy as a result"

"More value than we have gained from the big accounting firms on the same topic"

"I now know what my business is worth and who might want to invest/buy it. I'm now building my business with them in mind"

"Business isn't complex when you know what you are doing, Business Dominoes demystified many of the secrets"

Investment

\$5,000 + GST

This Programme has qualified for the NZTE Capability Development Voucher Scheme which can provide you a \$2,500 discount.

To maximise the impact of the programme it is recommended that all key members in your business attend, up to 3 places are included in the program cost.

Location

Viaduct Harbour, Auckland

Format:

4x Consecutive Mondays
full day workshops
plus 3 Mentoring Sessions
(between workshops)

Start Dates for programme:

BD06 – 28th May

BD07 – 2nd July

BD08 – 6th August

More at www.investmentready.co.nz

Attendees

Business owners whose businesses have revenue of at least \$500k; 5 or more employees and have been operating for over one year.

They are likely to be either:

- Planning or undertaking an expansion initiative or,
- Looking to attract finance, investment or buyer.

Intakes are limited to a maximum of 10 businesses on each program.

Reserve your place now

Aaron Humphrey

09 215-8185

aaron@businessdominoes.com

mark@growthmanagement.co.nz



Building a valuable asset

Business Ownership

The tireless hours, relentless issues and tricky customers; do you ever ask yourself “why do I own my business?”

When embarking on a new business many owner-operators completely underestimate what’s involved and the related stress and challenges to family and lifestyle.

They do it often because they are passionate about their industry and are determined to see success from their efforts. But where does it end?

In a study of business ownership, the typical entrepreneur compared to an employed equivalent:

- Earns less money
- Received worse benefits
- Works more hours
- Has more stress

(S. Shane, The Illusions of Entrepreneurship)

You are the first investor

As the first investor in your business it is critical that you understand your purpose and end goal for business ownership.

For many business owners it is the best way to gain an income whilst also building an asset you can ‘cash out’ of when you are ready to retire.

According to the Global Wealth Survey, there are 7,000 households in New Zealand who have net wealth of over \$1m (BCG). A study of millionaires in the US unveiled that 80% of millionaires are entrepreneurs who have started their own businesses and then sold them. (Smart Money Magazine).

Your business is a great way to build real wealth beyond the traditional property ownership route. The key to this model is building a valuable business that someone wants to buy. This approach requires you to build the business beyond its reliance on you.

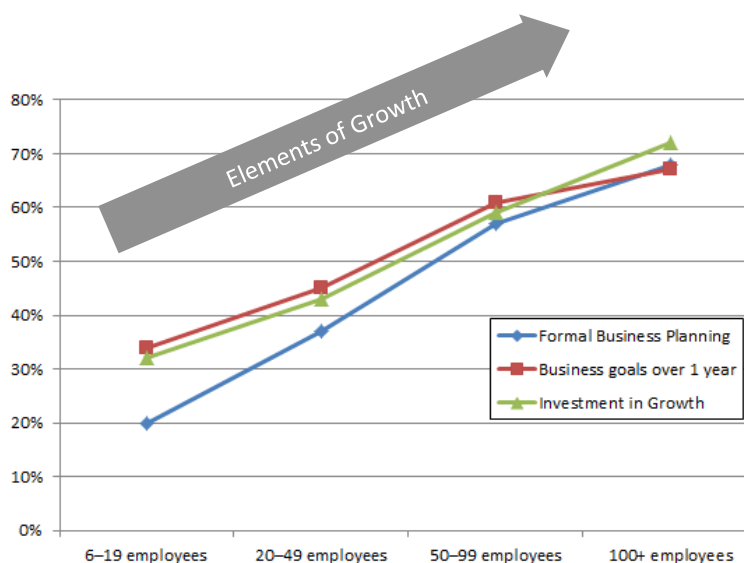


Figure 1: 2009 Business Survey on Growth

Attractive Businesses

As shown by the chart from Statistics New Zealand (Figure 1), companies that are growing have three key business traits:

1. **Goals** - a clear purpose and goals that extend beyond one year
2. **Formal planning** - a process to identify how to achieve these goals that engages the team
3. **Investment** - in growth initiatives such as research & development, entering new markets, acquiring other companies or investing in plant & equipment

Embarking on new initiatives often requires businesses to change the way they go about doing business.

Moving away from working in your business to working on your business is often touted, but how do you make that transition.

The easiest way is to step away from your business and see it through the lens of an external partner; Business Dominoes helps you do this.

Strategic Initiatives

Taking a great operating business beyond its current footprint and growing it to the next level usually involves strategic initiatives to enable scalability such as:

- **Market Alliances** – forming relationships with customers or marketing partners beyond the traditional selling model.
- **Distribution Partners** – developing agreements with on-sellers of your offer as distributors, licensees or franchisees.
- **Market Expansion** – expanding by entering new markets or segments.
- **New Offer Development** – delivery new products or services that have a unique point of difference.
- **Financing Growth** – taking on board debt or investment partners to finance expansion

These initiatives don’t involve your current operating business and all require careful strategic consideration to ensure you maximise your chances of success.

A different way of working

The Business Dominoes

Before you can introduce someone new to your business you need to have clarity for yourself on the key Business Dominoes (see Figure 2). When lined up external partners will have the confidence to engage with your business.

This program is designed to walk you through a series of tools and techniques to ask yourself the Business Dominoes questions and assist you to make the necessary decisions so that you can articulate them to others in a pitch or deal making situation.

Not a training program

You will know your business really well but we all need help to get into the helicopter and see how our businesses stack up objectively compared to other business opportunities.

Designed by business people who have been where you are today. Run over four weeks this is an intensive DIY program (see Figure 3).

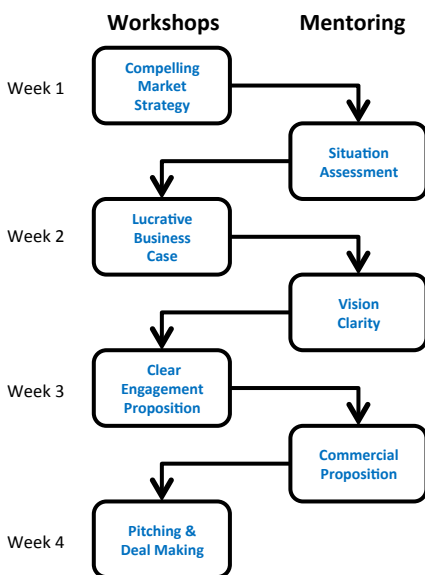


Figure 3: Business Dominoes Program

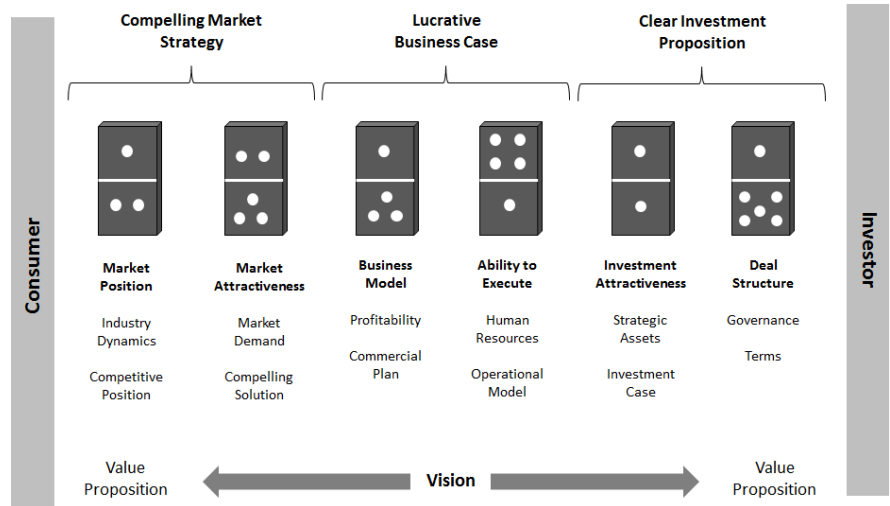


Figure 2: The Business Dominoes

There are two key parts to the Business Dominoes program:

1. Business Workshops

A step-by-step process that when finished, you will have your own business plan including:

- 1. Compelling Market Strategy** – a clear understanding of your competitive market position and how to drive higher sales
- 2. Lucrative Business Case** – a map of your business operations and how to improve profitability
- 3. Clear Engagement Proposition** – tools to aid you in structuring your business to attract the growth or investment resources you seek.

4. Pitching & Deal Making– putting the work into action, including pitching to an independent investor panel.

These workshops are thought-provoking and although an individual business exercise, you will see great benefits from the group format.

It's practical, hands-on and aims to help you address the big questions.

2. Mentoring

Three one-on-one meetings with the facilitator to maximise the program by ensuring:

- **Comprehension** – you've come to grips with all the terms and tools
- **Application** – work through how you've applied these to your company
- **Issue resolution** – to be a sounding board to resolve any issues that have occurred post workshops

For many Business Dominoes clients this is the first time they have received independent external advice.

No-one can decide your personal goals or determine your business growth strategy but you. It can't be outsourced to a consultant or mentor.

Our aim is to encourage alumni to continue to seek this feedback loop through an advisory board, business coach or mentor. The Business Dominoes program arms you with the knowledge to seek these advisors from a position of knowledge.