

# 'Leadership for Profitable Advisory Business' Workshop

**100%  
MONEY BACK  
Guarantee\***

\*if you are not satisfied with the quality of this workshop.

16 - 17 May, 2019

Venue: Grand Chancellor Hotel, Brisbane QLD

## We will work you through the following strategic planning process...

### BUSINESS VISION AND DEVELOPMENT DIRECTION:

**What do you want your business to be like in three to five years?**

- revenue, profit and cash flow?
- services, products and clients?
- team and technology?
- brand, sales and marketing?
- governance and leadership?

**BUSINESS PURPOSE: Why do you do what you do?**

**BUSINESS FOCUS: What outcomes do your clients want? ...does your team want?**

**BUSINESS CULTURE AND VALUES: What behaviour is acceptable? ...not acceptable?**

**BUSINESS STRATEGIC INITIATIVES: What three things do you have to nail this quarter?**

- Project Group One?
- Project Group Two?
- Project Group Three?

**BUSINESS GOVERNANCE: What "Pattern of Meetings" will drive communication and action implementation?**

- annual strategic business review?
- quarterly board meetings?
- monthly operational meetings?
- weekly project group meetings?
- weekly job review and sales meetings?
- daily 10 minute stand-up with direct reports?

## Bring your trusted team members & build a senior management group.

It could be your first step in crafting a firm succession solution. International research suggests this is the best way to do it. Involve them in creating your strategic business improvement plan.



[AndrewGeddes.com.au](http://AndrewGeddes.com.au)  
Creating Business Leaders

"I have encouraged my younger senior management to attend and they and I have greatly benefitted from the experience. I now have a company that is in good hands and surrounded by a team with shared objectives."

Howard C Mitchell, EPCAD landscape architects, WA

# Workshop Program.

## Day 1

<b>THEME 1: Leadership For Better Profits</b>	
8:30 am	<b>Keys to Excellent Business Leadership</b>
	<ul style="list-style-type: none"> <li>&gt; Direction? Purpose? Focus? Culture? Strategies? Governance?</li> <li>Identifying improvement opportunities</li> <li>&gt; using the Geddes 500 point Business Self Assessment System</li> </ul>

10:00 am *Morning Tea*

<b>THEME 2: Essential Financial Management Skills for Profitable Business</b>	
10:30 am	<b>Making Sense of your Financial Results</b>
	<ul style="list-style-type: none"> <li>&gt; Understanding profit, cash flow and financial position</li> <li>&gt; Understanding and reducing under-recoveries</li> <li>&gt; Group working session</li> </ul>

11:30 am	<b>Benchmarking Your Firm's Financial Results</b>
	<ul style="list-style-type: none"> <li>&gt; How does your business compare to the top profit earning smaller firms?</li> <li>&gt; How does it compare to similar sized firms?</li> <li>&gt; Group benchmarking working session.</li> </ul>

12:30 pm *Lunch*

1:30 pm	<b>Goal Oriented Budgeting and Job Target Setting for Profit and Growth and Value Pricing</b>
	<ul style="list-style-type: none"> <li>What are your current breakeven hourly production rates? Rates for a modest profit? Rates for a bloody good profit?</li> <li>&gt; Value pricing for better profits</li> <li>Using these profitable production rates to decide what jobs to do and how long you have got to do them!!!</li> <li>&gt; Group working session on your financials using the <b>Geddes Goal Oriented Job Target Setting xls</b> (<i>you get to keep a copy of this to use every day following the workshop if you want to lift your profits.</i>)</li> </ul>

3:00 pm *Afternoon Tea*

<b>THEME 3: Leading People for Profitable Business.</b>	
3:30 pm	<b>Positive Leadership Skills to Build a High Performance Team</b>
	<ul style="list-style-type: none"> <li>&gt; Analysing and understanding your leadership style</li> <li>&gt; Developing effective inter-personal skills</li> <li>&gt; Self analysis working session</li> <li>&gt; Creating your leadership development plan</li> </ul>

6:00 pm **Dinner & Drinks.** Discussion with your colleagues

Well planned and thorough...working through the exercises ourselves was much better than a lecture!"

Robert Rameka, B & P Surveys, Gold Coast.

## Day 2

8:00 am	<b>Getting Better Performance and Productivity from your Direct Reports Daily</b>
	<ul style="list-style-type: none"> <li>&gt; One on one goal setting</li> <li>&gt; Delivering effective feedback and coaching</li> <li>&gt; Conducting effective career development interviews</li> <li>&gt; Developing a Skills Matrix for performance management</li> </ul>

10:00 am *Morning Tea*

<b>THEME 4: Coping With Intense Competition By Leading Sales and Marketing for Profitable Business</b>	
10:30 am	<b>Modern Digital Marketing and Business Development Planning</b>
	<ul style="list-style-type: none"> <li>&gt; Using digital marketing to build your brand so you get more profitable jobs</li> <li>&gt; Creating proposals that highlight your unique value</li> <li>&gt; Group working session</li> </ul>

<b>THEME 5: Leading the Relationship Between Directors</b>	
11:30 am	<b>Planning and Managing Ownership Transition and Succession</b>
	<ul style="list-style-type: none"> <li>&gt; Getting your directors aligned</li> <li>&gt; Handling exit/entry of directors</li> <li>&gt; Firm valuation techniques</li> <li>&gt; Matters for your shareholders' agreement</li> </ul>

12:15 pm *Lunch*

<b>THEME 6: Making Sure It Happens!</b>	
1:00 pm	<b>Setting Actions to Implement After the Workshop</b>
	<ul style="list-style-type: none"> <li>&gt; Increasing overall job yield (fees per job hour)</li> <li>&gt; Improving team productivity</li> <li>&gt; Minimizing under-recoveries</li> <li>&gt; Increasing average fee per client</li> <li>&gt; Attracting new clients</li> <li>&gt; Minimizing work-in-progress and debtors</li> <li>&gt; Managing for profitable growth</li> <li>&gt; Group working session</li> </ul>

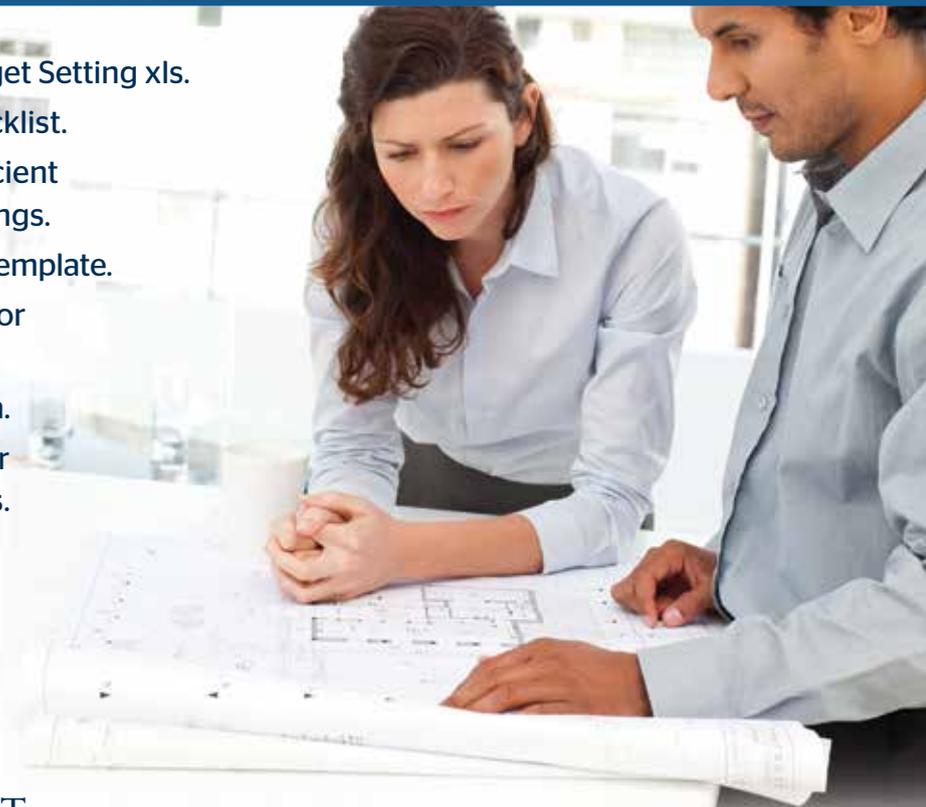
2:15 pm *Afternoon Tea (a quick one please)*

2:30 pm	<b>Leading Governance in Your Business (making sure you do what you need to do to lift your profits)</b>
	<ul style="list-style-type: none"> <li>&gt; Making project groups work</li> <li>&gt; Designing a "pattern of meetings" that works</li> <li>&gt; Allocating responsibilities between directors and associates</li> <li>&gt; Should you have a CEO? External chairman? Business coach?</li> <li>&gt; Leading for success... drafting your One Page Strategic Plan</li> </ul>

3:00 pm **Workshop Conclusion**

# You will get these tools:

- Goal Oriented Budgeting and Target Setting xls.
- 88 point Profit Improvement Checklist.
- Governance Charter for more efficient planning and management meetings.
- One Page Strategic Plan Concept template.
- Building a High Performance Senior Management Group template.
- Strategic Planning Retreat agenda.
- Performance Appraisal and Career Development Interview templates.



## WORKSHOP INVESTMENT.

(Inclusive of GST)	First Person	Per Person thereafter
TOTAL for 2 Days	\$2,145 (\$195 gst)	\$1,925 (\$175 gst)

Please email me with your participant's names and I'll invoice you and send you the pre-workshop materials.

[ag@andrewgeddes.com.au](mailto:ag@andrewgeddes.com.au)

**Cancellation Policy:** No-shows are not eligible for refunds. Please substitute another colleague.

**100% Money Back Guarantee** if you are not satisfied with this workshop.

**Any questions please email me directly**  
[ag@andrewgeddes.com.au](mailto:ag@andrewgeddes.com.au)

## VENUE.

**Hotel Grand Chancellor,  
Brisbane QLD**

23 Leichhardt St (Cnr Wickham Terrace)  
1800 753 379  
[stay@hgcb Brisbane.com.au](mailto:stay@hgcb Brisbane.com.au)



## ACCOMMODATION.

**We have negotiated a special conference rate from \$175 plus breakfast.** Please book directly with the hotel. While you're booking, consider extending your stay for a break or extra planning days for your whole team.

"Highly recommended; great, realistic and practical course."  
Natasha Bertinazzi, Byrne Consultants, Darwin.

"A great workshop that has provided inspiration and enthusiasm to improve our business. A few light bulb moments thank you. It was my second workshop...I think there will be a third in another couple of years." **Karen Lowndes, EPCAD landscape architects, WA**

"Very effective. With a captivating delivery making it hard to get bored with having to go over the process of planning to improve our business."  
Alethia Martinez, Giarola Architects, Brisbane.

"The workshop was excellent and motivational. We're going home with great knowledge. Use of humour was important...engaging!"  
Roy Spagnolo, Accountants, Griffith.



ANDREW GEDDES

DIRECTOR

## Why we do what we do?

We believe in revolutionizing financial performance in businesses.

We do this by teaching what you don't learn at university... "Leadership Skills for Profitable Business".

- › how to win and manage profitable jobs
- › how to attract and retain highly productive teams
- › how to build a senior leadership group who can manage profitable performance
- › how to utilize digital marketing to lift business profile and reputation
- › how to plan and implement decisions so action occurs!
- › how to plan for and manage your eventual business exit/legacy

We provide the practical education, coaching and tools to give professionals the confidence to create profitable and valuable businesses.

## Our work experience

We have run our own successful management consulting, training and benchmarking company for 35 years. We have served on boards of professional firms and listed companies as independent directors and chairmen. We have coached managing directors and CEOs.

**This is a practical hands on workshop where we ask you to do various activities so you learn new skills. It is hard work.**

**Please do not book to fly home early... you will miss out on the vital final session on implementing actions. Bring a group of three and create a senior management team to implement your planned actions after the workshop.**

"Very informative. Great workshop."

Victor De Ocampo, CFO, EPCAD landscape architects, WA

"Some very good and challenging ideas and suggestions."

Anthony Coyle, Trafix Group (engineers), Melbourne.

"The course content was extremely relevant and

was presented in a most entertaining (but still professional) manner by both Andrew and his foil Robert."

Don Robertson, Trafix Group (engineers), Melbourne.



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