

businessessentials[®]

your partner in business strategy



Helping your business with solutions for success and growth

Why Business Essentials Should Be Your Partner in Business Strategy

Becoming an expert at delivering your particular product or service is one thing, however success in business often requires a much wider range of skills, knowledge and procedures. New ideas, processes and improvements must be continually implemented to stay ahead of the game.

Since 1984, Business Essentials has been providing businesses with up-to-date knowledge and education that has been instrumental in helping them achieve success. Our practical and down-to-earth information gives you the 'heads' up' on critical changes in the business and legislative landscape, as well as advice you can implement immediately in your business.

Our Business Solutions Are Based on Three Key Pillars

Leadership

Leaders are the drivers of your business, they create your culture by how they speak, act and behave. A cohesive team with strong leadership is the vital cornerstone of any business and can provide you with a strong drive towards success. Business Essentials conducts leadership training to enable your team to develop the skills required to realise their full potential.

Foundation

Laying a strong foundation is essential to ensuring long term success. Everybody from the business owner to those they surround themselves with must clearly understand what lies at the heart of the business. The four foundation stones we at Business Essentials focus on in our work with clients are:

- **Business Plan** - A simple-to-use, genuine working document.
- **Cashflow Strategy** - A single document to forecast and manage cash - the heart of every business!
- **Marketing Plan** - A strategic approach to generating customers and profits in your business.
- **Human Resources** - Making sure the right people, policies and practices are all in place and documented.

Growth

Only when leadership and strong foundations are in place can a business consider growing. Business Essentials will reveal the solution to expanding your business, and work with you to develop the most appropriate growth model. All options from acquisition and organic growth to licensing, mergers and franchising are investigated and then we work with you to implement the most appropriate growth strategy.



How We Help You

Audio Programs

For almost three decades, the Business Essentials Audio Program has been the trusted source of business information for thousands of business owners. Every month they're treated to a CD packed full of succinct, easy-to-listen-to interviews with a wide variety of business experts. Subscribers turn drive time into profit time while receiving all the latest business developments and legislative changes that affect their business.

Business Essentials CDs also feature success stories from business owners themselves. In these candid interviews they reveal how they overcame the same obstacles that you may be facing now and achieved success in their business. Listen to a sample of the program at www.be.com.au.

Business Coaching and Consulting

For those who are facing a challenge in their business, or are ready to take it to the next level, our experienced business development specialists will work with you to achieve your business goals. At no cost or obligation, they'll conduct a detailed analysis of your business to develop a complete understanding of the challenges you face.

Our expert consultants then offer strategic solutions to create the type of business that is a joy to run and gives you the lifestyle you have been craving. We support you through implementation by holding your hand and guiding you every step of the way.

Additional Services

Media & Presentation Skills Training

We'll help you present with authority and credibility in all situations. Our professional team of journalists also has international experience in radio and television interviewing and they'll show you how to make the most of any media opportunity.

Audio & Video Production

From simple audio recordings to full video production for websites and training purposes, Business Essentials will help you communicate your message to staff and customers using audio and video.



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The Business Essentials Vision

Business Essentials delivers solutions to businesses of all sizes to allow them to achieve their full potential. We help business owners fulfil the promise they made to themselves when they started out.

“What we seek to achieve is that, whenever a business is faced with challenges, Business Essentials comes to mind as a provider of high-quality consulting and coaching services which can help business owners meet and overcome those challenges. We want the Australian business community to know that we have assembled a strong collective of experts in all industry sectors who will work together, sharing best practice, to put businesses on a sound and profitable footing. We want them to know they will always have somewhere to come for practical, hands-on help and advice. This is our vision for Business Essentials”.

Geoff McDonnell & Nick Schildberger - Business Essentials leadership team

In 1984, Business Essentials was founded with the vision of providing valuable business education to the wider business community in an affordable manner and that hasn't changed. Exposing business owners to the best business minds and practices will continue, together with the introduction of new technologies and innovative thinking.

*“ If it weren't for Business Essentials
I wouldn't be where I am today.”*

I'm sure my teachers never imagined that I would be running a highly profitable business when they encouraged me to leave school at 15 years of age. However after working in the food industry I developed a passion and wanted to start a business. Fortunately a friend introduced me to Business Essentials. From their monthly CDs I discovered all of the critical information that I needed to know about starting and running a business. Now 10 years later I have a number of very successful businesses that I started from just \$5,000 on 2 credit cards. The Business Essentials CDs that I get each month are invaluable to my business and cover a wide range of topics that are of enormous benefit. I use the resource like a reference library, and I often refer to past interviews to give me the edge in business.

Andrew Grey - Raw Materials

Contact us today for your valuable
and no obligation **“Solutions Summary”**
so we can help you achieve your lifestyle goal.

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