

AW Aspire

Empowering Business To

Get More Organised

Get More Work

Do More Profitable Work



The program is made up of 3 parts...

This approach follows the observation that all business, in its simplest form, can be broken into the 3 fundamental components which power your business growth.

Let's take a look at how all the components 'bolt together'...

Getting More Organised

What we cover

Owner Orientation (GPS Session)

- How to improve the creativity and collaboration of the business owners.
- Establish clear owner expectations.
- Identify the Development Stages necessary to achieve your 'end game'.
- Prioritise your business objectives.
- Develop a basic action plan to achieve your objectives.

Why we cover it

Clarity is an essential component of any successful campaign; be it business, sports, military conflict or any other challenging domain.

Clarity builds belief and Belief is the 'spark' that fuels the conversion of thoughts into actions, and allows us to face our fears.

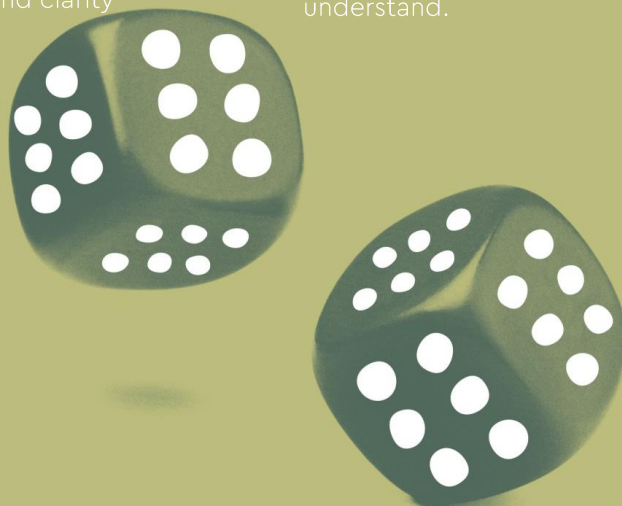
Financial Accounting & Reporting (Dashboard Session)

- The working capital cycle
- Understanding common accounting 'Lingo' and financial ratios.
- Management factors that affect cash flow.
- Identify the various business systems that require monitoring.
- Determine the key performance indicators of your business.
- Develop key business reports to give your data meaning and clarity

Business is a constant process of testing and improving what we believe to be true.

"Without data, you're just another person with an opinion" said Edward Deming and in the case of business financials, it's critical that we have accurate and meaningful data which helps us make better decisions.

As your accountant, It's our job to help you capture the data that matters, help you make sure it has integrity and then produce it in a manner you can easily understand.



Getting More Work

What we cover

Why we cover it

Marketing Plan (Gas in the Tank Session)

- 6 key marketing questions.
- Market diffusion theory.
- The product life cycle.
- The 4 levels of consumer awareness.
- The modern marketing / sales funnel.
- Developing your critical marketing statements.
- Creating your 1 page marketing plan.

In a world of information overload it's critical that you remain constantly aware of the needs of your clients, as they change over time.

Your ability to communicate why they should choose you, over all your competitors, is vital to your business success which is why marketing never stops...

Sales Process (Firing on all 8 cylinders Session)

- Identify your sales arena
- Building a process that recognises the psychology of the sale and the importance of developing congruence.
- Identify the logical decision points of your customer.
- Flowchart your sales process to predict the potential 'tension points'.
- Ensuring your team understands how to relate your key service/product features to customer benefits.

Sales are the lifeblood of any business.

Salespeople are coached, not born. The key to developing outstanding sales people lies in the DESIGN of your sales process.

In the end, your sales process should drive the behaviour of your salespeople and in turn, your customers. Hence the expression..."Behaviour by Design".



Doing More Profitable Work

What we cover

Why we cover it

Employee Engagement (Happy Passenger's Session)

- The 5 drivers of human output.
- The emotional reaction towards learning & change
- A proven feedback model.
- 3 Key sociology lessons.
- The 80/20 of employee motivation
- Testing your leadership style

If your business procedures are the electricity lines, then your people are the 'current, voltage or charge' that runs through them.

You've experienced 'Vibe' before: at a sports game, concert, nightclub etc. but what you may not know is that you're hard wired to detect when it's missing.

That's what your customers notice when they deal with a team that's flat; they literally feel it and so do you and your team...

Process Improvement (Getting Traction Session)

- The process improvement cycle
- Designing your systems
- Knowing where to start
- Where people & process combine

Profit is the ultimate measure of systems effectiveness.

You can have brand awareness, great strategy, plenty of sales and happy employees but in the end, it's your ability to provide value to others whilst extracting a financial gain for your business that matters.

Just like a car with loads of horsepower, lots of noise, smoke and spinning tyres. Impressive to look at but going nowhere...



So let's talk business.

Get in touch with us to arrange a free consultation on how this program would apply to your business.

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