



Shirlaws

Love business.

Chris Pezzimenti - Partner



Who & Where

Shirlaws started operations in July 1999, with the goal of establishing business coaching as an industry, primarily servicing the small to medium tier business market.

We have 160 expert coaches based in 7 countries (Australia, New Zealand, UK, USA, Spain and Canada) servicing clients in over 20 countries.



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Agenda

- Understanding the Economic Cycle
- What this means for us
- Back to Basics approach for business



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Some interesting reading...

“Thrive Not Survive” Articles written in 2009:

1. Mild or Deep Recession?
2. The 1st Wave – The Big Bounce
3. The W-Shaped Recovery
4. The Recovery Equation

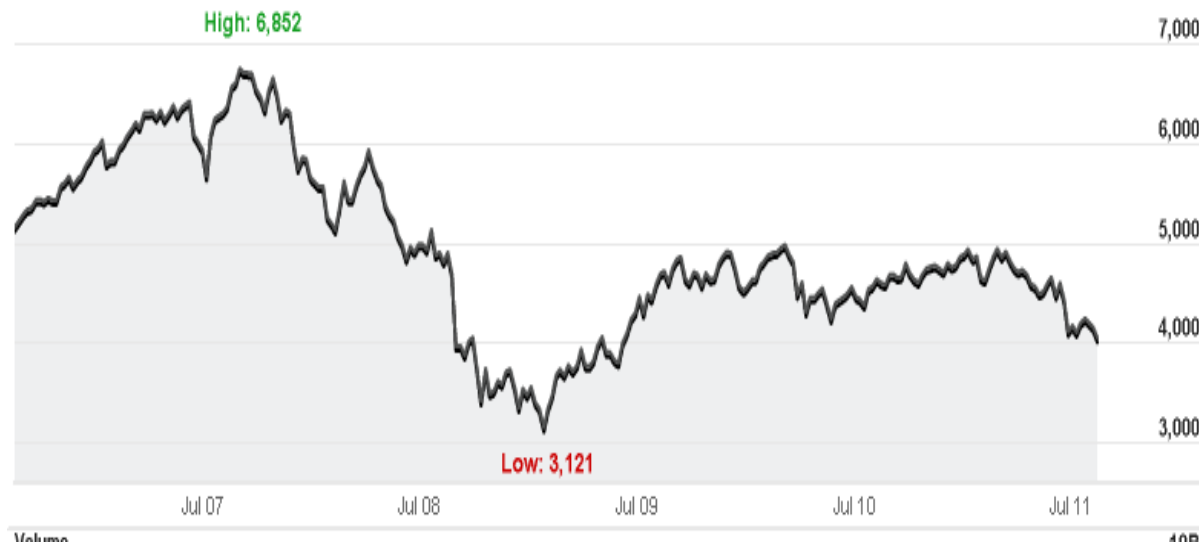
Our aim has been to help our clients & partners understand the climate better, remove the noise & focus on what will give them results in business.

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The Economy – W-Shape Recovery

- The stock market is a leading indicator of the economy (6-9 mths in advance). The market can only go UP, DOWN or SIDEWAYS



- We can't predict the market, but we can tell that economically its going to be flat to mid 2012



What do we need to do?

Q: How do you create growth in a flat market?

A: Go Back to Basics:

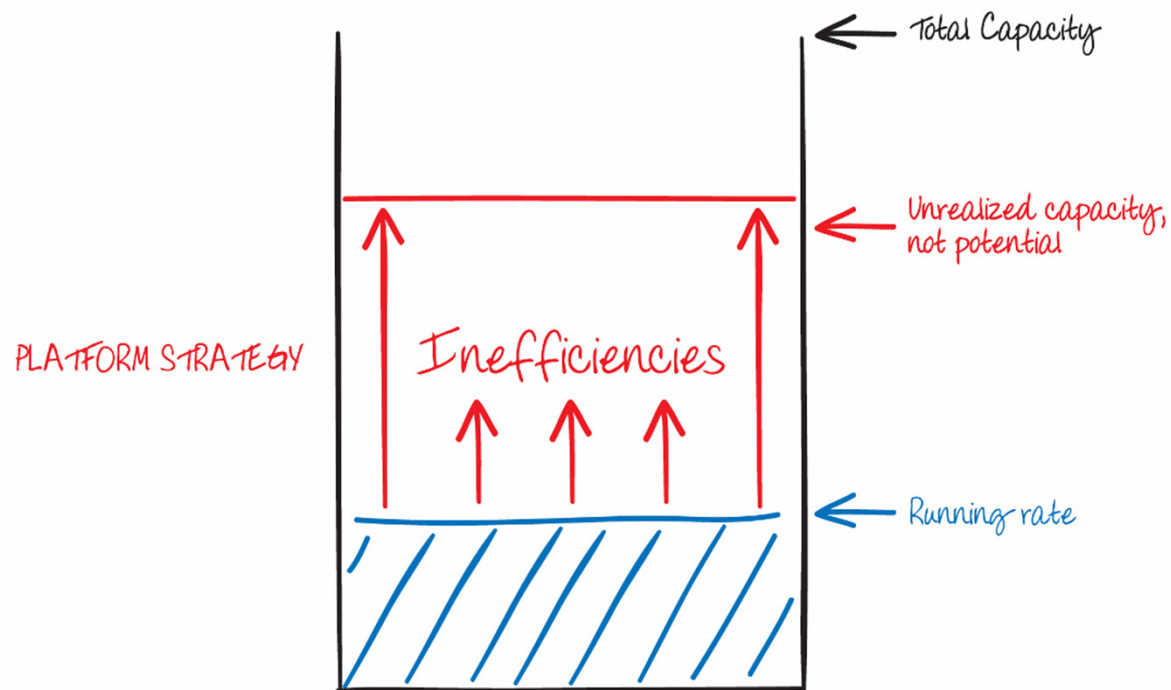
1. Build your Growth Platform
2. Create Growth in a Flat Market

Back To Basics

1. The Right Number of People

Capacity Planning – Having the right number of people doing the right jobs to ensure you maximise profitability

Capacity

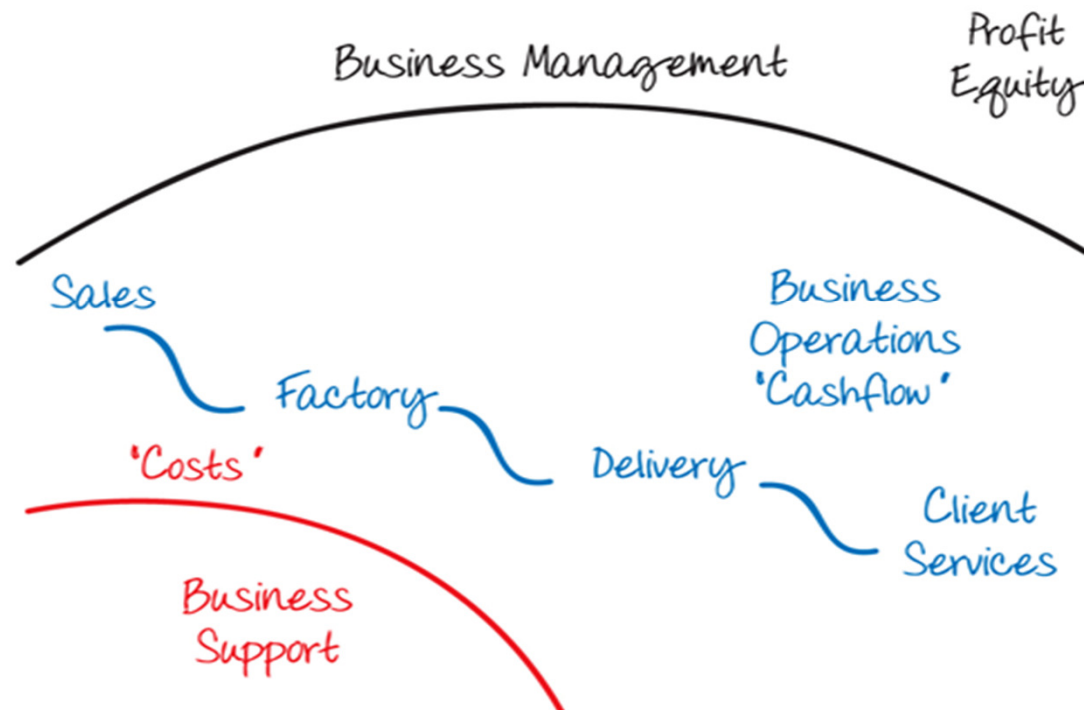


Back To Basics

2. Right People. Right Jobs

Functional Structure – Get the resource mix right - Ratios

Red, Blue, Black



Back To Basics

3. The Right Skills

- How do you measure the skill gaps in your business?
- Create a scorecard and use this to identify and fill the gaps.

Layer	Functionality	Capacity	Spend/Save	Income Equity Control	Valuation	Product	Positioning	Distribution	Sales	Loyalty	Standards and Extras	Intent	Content	Balance	Source/Outcome	Capability	TFK	Width/Depth	Stage	345
1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✓	✗	✓	✗	✓
3	✗	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✓	✗	✗	✗	✓	✗	✓	✗	✗
4	✗	✗	✗	✗	✓	✓	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗
5	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗



Back To Basics

4. “Flat” is the new “Normal”

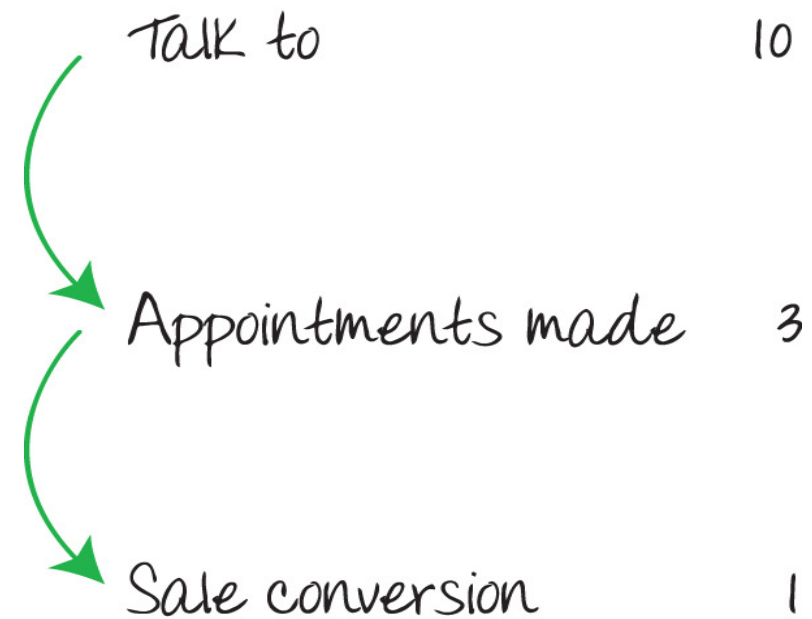
- Tricky economic cycle to maneuver; How do you plan for growth that syncs with the market as it is now?
- Analysts saying “hesitant” and “uneven” recovery given the relatively flat performance since 2009. (see: Economic Clock)
- Average prediction for beginning of next growth cycle sits between 2012 & 2016.
- Change expectation of boom & bust cycles
- Working on “Platforms” over the next few years will iron out inefficiencies and build cash in your business
- Perspective through this phase is critical – many of us have been in survival mode for the past 3 years!
- We cant wait for the next boom; assume this flat market will continue.

Back To Basics

5. Activity, Activity, Activity

- Flat market doesn't stop you growing – Flat indicates some are growing, some declining, some staying even.
- Revenue Basics: Activity. Conversion.
- Most companies don't know their conversion stats – Do you?
- The activity levels that succeeded during the boom probably won't be succeeding now – Re-Do your numbers.

Sales Ratio



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Summary – Back to Basics

- 1. The Right Number of People**
- 2. Right People. Right Jobs**
- 3. The Right Skills**
- 4. Flat is the new Normal**
- 5. Activity, Activity, Activity**

What We Offer

- Vision for Growth Workshop
- Tailored Coaching Programs
 - Project-Based
 - On-going Support
- Strategic Retreat Facilitation
- Mentoring Programs
- Tailored Workshop Programs



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One Last Thing...

BROUGHT TO YOU BY



Employee Engagement Capability Survey

- Global Survey to help identify barriers that lead to Knowledge and Skills gaps in businesses.
- We've set up a special code for ISV members.
- If >30 ISV members respond then there is significant data for your industry body.
- It's free, useful and the follow-up report is a fantastic management tool.



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