

A woman with long brown hair and a grey blazer is sitting in a black office chair, looking towards the camera. To her right, a man with a beard and a blue t-shirt is sitting in a similar chair, looking at a laptop. Behind them is a whiteboard covered in numerous colorful sticky notes (pink, yellow, blue, orange) and some handwritten notes. The scene is brightly lit, suggesting an office or meeting room environment.

LIVE WEBINAR

# 7 STEPS TO LEADING AND RUNNING YOUR BUSINESS IN 2021

Thu, 25th Feb 2021, 4.30PM – 6PM



## Today's webinar will cover:

1. Reflecting on 2020 and what have we learnt
2. Driving results & redefining the new "normal"
3. Understanding your financials
4. Getting the balance right with your staff
5. Recruiting, inducting and managing staff
6. Being prepared for a great year ahead
7. The power of working/ partnering with like minded businesses in MVCC





**Colin Wilson, Director KBA**



With over 13 years of experience in business, **Colin** has helped many small-to-medium businesses achieve their desired growth by incorporating different aspects of business improvement solutions across Human Resources, Sales, and Strategy.



## Mark Said, Founding Director MKS Group



**Mark** has spent many years working with Small Business Owners to help them achieve their financial goals.

More than ever, now is the time to get on board with **Mark** & his team to get your business on track

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LIVE WEBINAR

**7 STEPS TO LEADING AND RUNNING YOUR BUSINESS IN 2021**

Thu, 25th Feb 2021, 4.30PM - 6PM

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**KEY  
BUSINESS  
ADVISORS**

*Taking Businesses from Good to Great*

**Business Advice & Strategy**

**Management & Sales Training**

**HR Advice & Support**



*Proven Business Performance*

**Accounting & Tax services**

**Budgeting, Planning & Growth**

**Coaching & Mentoring**



## TOPIC 1

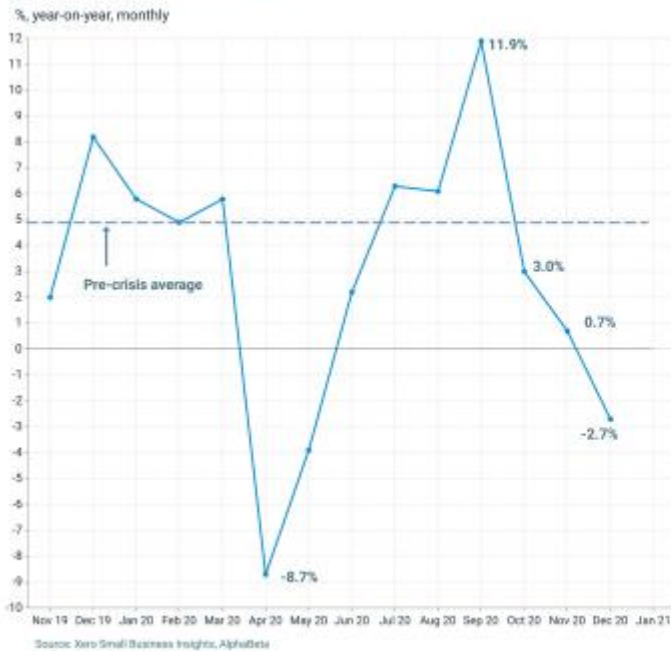
# Reflecting on 2020 and what have we learnt





# Xero Small Business Insights, December 2020

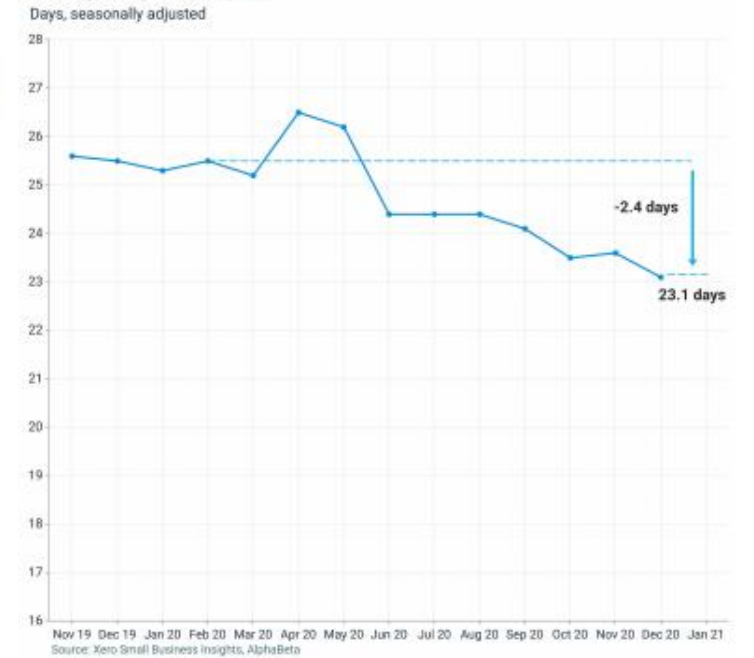
## Small business revenue growth



## Number of jobs in small businesses



## Average days to be paid



# How quickly we had to adapt with change and PIVOT our businesses

## Key Points:

- Forced to work from home
- Staff changes
- Products and Services
- Marketing
- Systems & Processes
- Being adaptable for our Clients
- Financial Plan
- Risk Plan
- Reset Business Goals

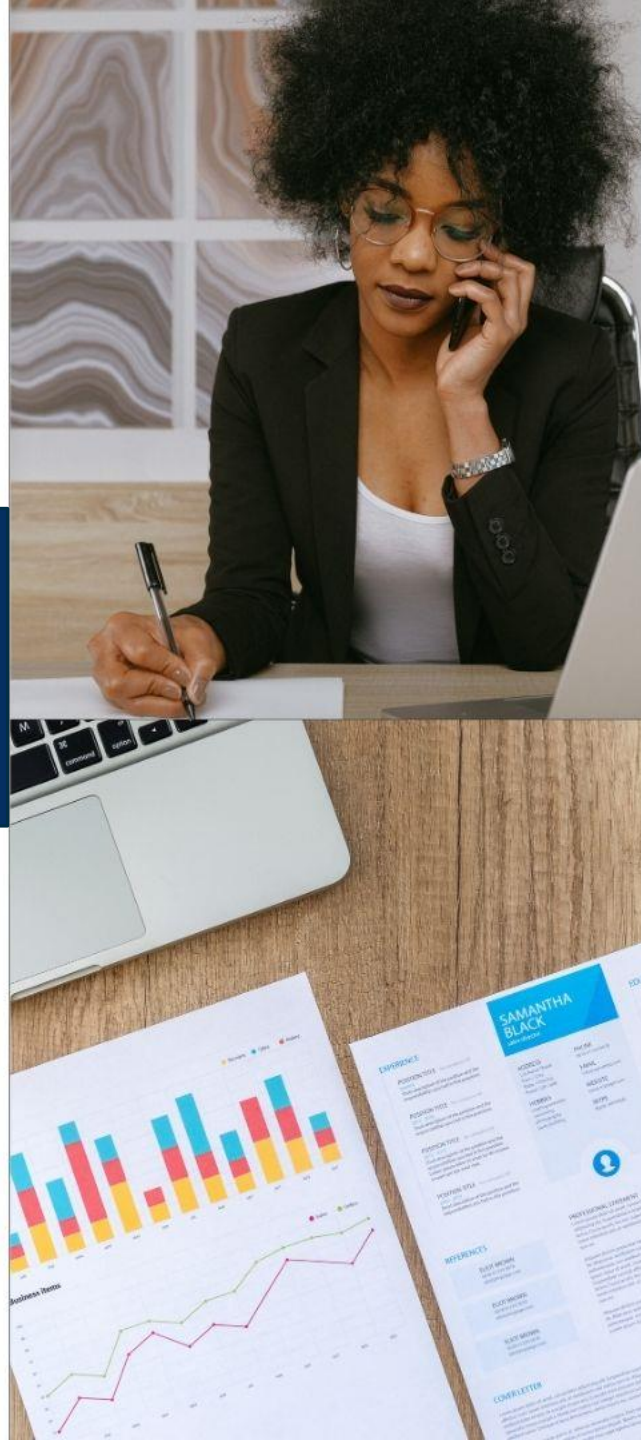
# Why some businesses excelled, whilst others struggled, even from the same industry

## Key Points:

- Good Communication – Lead from the front
- High Resilience – Did not panic
- Adaptable – Pivoted their business quickly
- Determination – Reset goals and objectives
- Collaboration – Businesses collaborated together in local community
- Resources – Sourced professional advice quickly

## TOPIC 2

# Driving results & redefining the new "normal"



# Be comfortable with uncertainty

## Key Points:

- What is the new norm?
- How do you keep trading?
- What are your goals and objectives?
- What does success look like for you and your staff?
- How do you keep pushing through?

# Keep moving forward with your business plan – 90-day plans

## Key Points:

- What are your goals for the next 90 days and beyond?
- Do you know what drives your business?
- Have you defined your company values?
- Do your team know what your goals are?



# Being prepared for disruption throughout this year

## Key Points:

- Be prepared for disruption
- The “New Normal” is still being developed
- Must be able to be Pro-active
- Cannot operate in a Reactive world
- Create a War Chest for uncertainty that may be ahead
- Manage your cashflow – adapt new payment options
- Search for Government Assistance & Grants

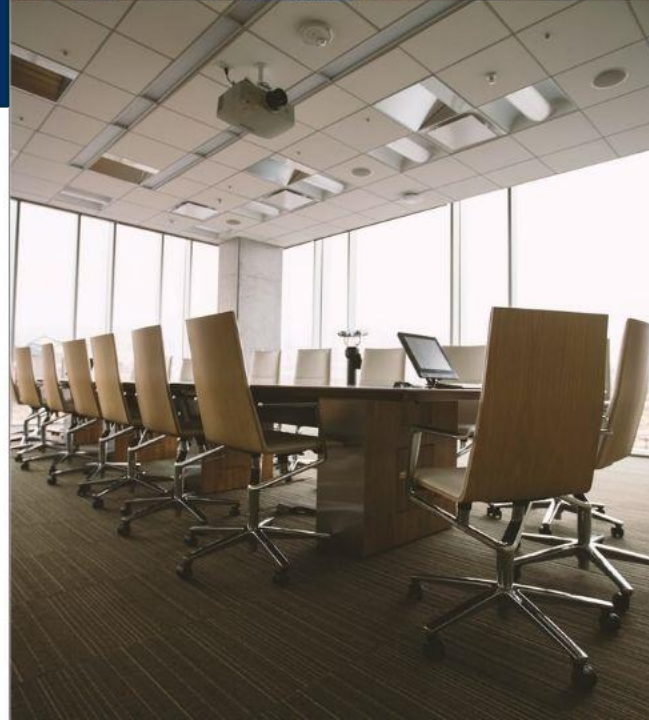
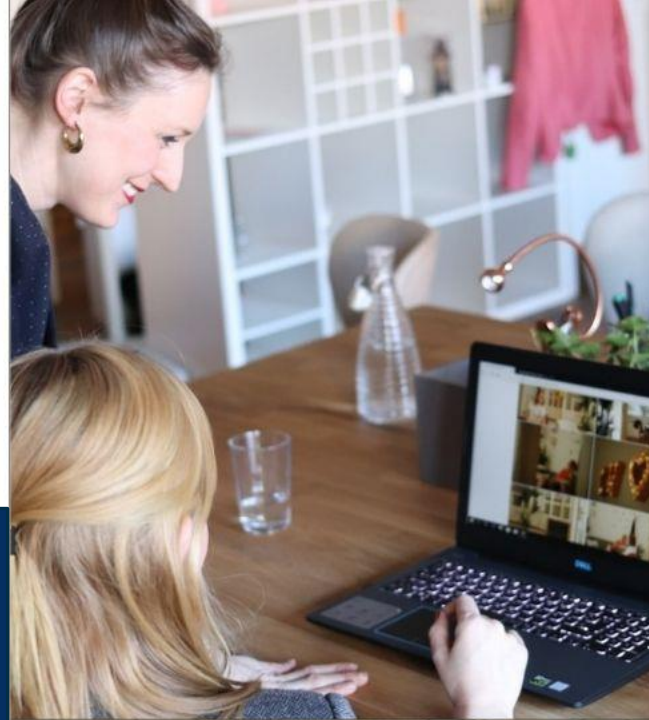
# What can you do differently to survive and thrive?

## Key Points:

- Know what your customers want
- Know how to deliver what your customers want
- Have your budgets done early
- Plan to achieve those budgets
- Review your numbers
- Closely monitor your cashflow

## TOPIC 3

# Understanding your financials



# Use the tools like Xero to help you make informed decisions

## Key Points:

- Keep your numbers up to date
- Don't leave it to chance
- Work with your Accountant
- Know your numbers
- Get more than just a P & L – this is too old school
- Demand more analytical reports
- Dig deep into the numbers and understand them



### CONTENTS

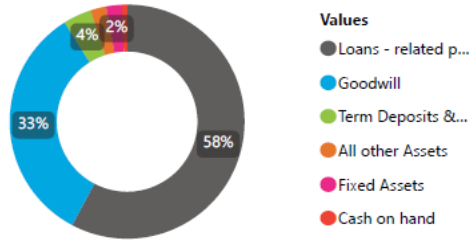
Group Overview:

KPI, Profit and Loss:

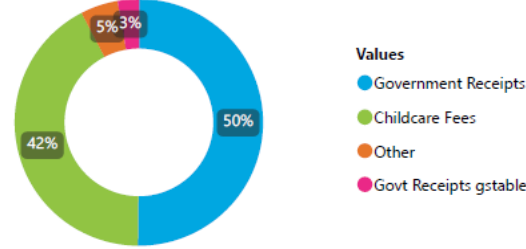
Centre Breakdown:

- Select all
- NSW
- Queensland
- Victoria

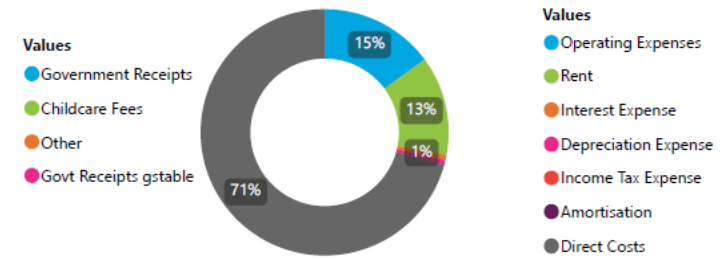
### Assets



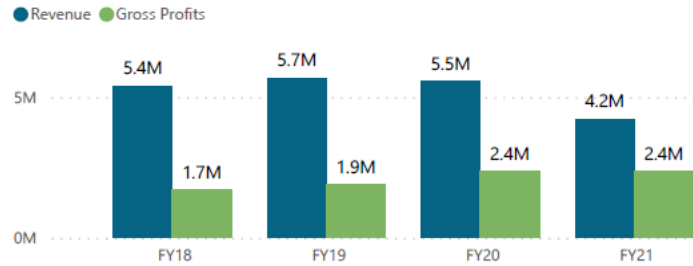
### Income



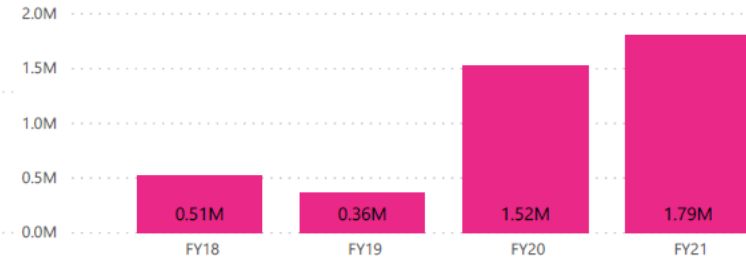
### Expenses



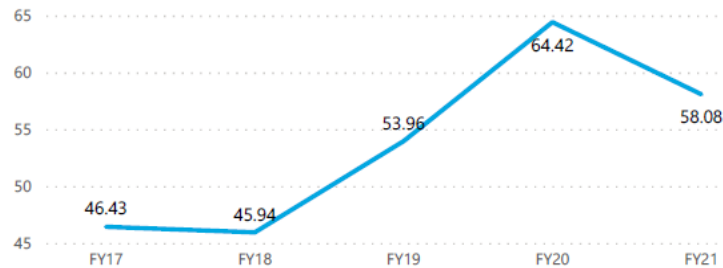
### Total Revenue Comparison



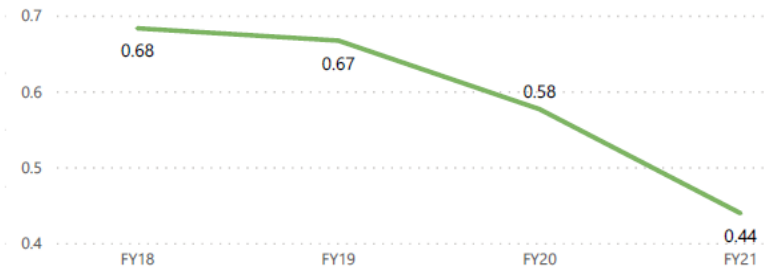
### Total Profit Comparison



### Occupancy Comparison %



### Salary Comparison %



# Tax planning needs to start now

## Key Points:

- Your budgets tell a story and help you focus
- The next Chapter of this story is review Results & Tax Planning
- Don't accept surprises (unless it is your birthday)
- Implement strategies to minimise your tax – do it now !!!
- 25 June is too late
- Don't be liable to Stupid Tax – it is more than you can imagine



# Why changing accountants is not hard

## Key Points:

- A Pro-Active Accountant will dig deep into your business
- A good Accountant is one who will Partner with you
- Get the right advice – it is vital
- Cloud Accounting makes it easy to change
- History follows you

# Budgeting in the new “normal”

## Key Points:

- You cannot use the past to create predictions
- You have to be brave
- Anticipate what your clients want – make it happen and budget for it
- You need to budget for disruption
- Be able to minimise the impact of any disruption

# Make informed decisions should there be any disruption and plan for a good end to the Financial Year

## Key Points:

- Informed decisions without reports? How?
- Implement Cloud technology
- Help your self to help your Accountant
- Use the technology to your advantage – for the sake of your success

## TOPIC 4

# Getting the balance right with your staff



# The rules around staff returning back to the office

## Key Points:

- Can I force staff to return to the office?
- What is your staff plan for returning back to the office?
- Do you have all the covid safety measures in place?
- What ground rules you want to implement?
- Can your business be adaptable for rotating staff in the office?
- What does Best Practice look like now?
- The importance of following the rules: Government Announcements, Fair Work & WorkSafe

*\* See our 'Keeping Staff Engaged whilst Working from Home' and 'Returning to the office checklist' [www.keyba.com.au](http://www.keyba.com.au)*

*\* Make sure you write a policy around staff working from home*

# Better ways to manage/ rotate staff in the office

## Key Points:

- Open discussions and collaborative approach
- One-on-one conversations
- Set up rotating shifts of who is in the office and who is not
- Break it down into departments
- Segregate Sales Office, Administration, Retail or Factory (No go zones)

\* Need to create a lockdown plan



# Setting the rules for client visits and travel

## Key Points:

- Still need to follow the rules with social distancing and contact tracing
- Make sure you have a good supply of sanitisers, face masks etc.
- Make sure all staff are educated on your procedures
- If you go above and beyond, this will make your staff feel safer for when clients visit
- Think about delivery drivers, suppliers, contractors, cleaners etc.
- Again, what ground rules you want to implement?
- Again, follow the rules: Government Announcements, Fair Work & WorkSafe
- This same applies for visiting clients and travel

*\* See our 'Employees visiting clients checklist' [www.keyba.com.au](http://www.keyba.com.au)*

*\* Make sure have a policy around staff travel – does it need updating?*

**TOPIC 5**

**Recruiting, Inducting and  
Managing Staff**



# Understanding better ways to recruit in 2021

## Key Points:

- Update your PD's around Competencies and Behaviours (Has your business model changed)
- Set up a Job Ad that is attractive for the talent your searching for (add some bait for a response)
- Post the Job Ad on SEEK and share with your socials
- Create a short list
- Phone Screen your short list
- Conduct your first interview via Zoom or Teams
- Second interview face-to-face if possible
- Offer the Job Role to the successful candidate because....
- Confirm wage rates, hours/salary, start date and expectations

*\* See our 'Managing Applicants Successfully' and 'Recruiting New Staff checklist' [www.keyba.com.au](http://www.keyba.com.au)*

# The value of a good induction

## Key Points:

- Set the expectations and motivation from day 1.
- Show the history of the business and 'The KBA Way' of how you do business
- Mission, Vision, Purpose and Values
- Set up a 1-2 week induction plan
- Use your team to help induct this new person
- Make sure everything is 100% signed off (Contract, PD, Policies, Procedures etc)
- Spend the time and go through everything thoroughly
- Make sure this first day is their best day and have everything ready to go!

# Manage staff to achieve your goals and objectives

## Key Points:

- Communication is KEY!
  - Set goals and objectives with your staff
  - Showcase what you want to achieve and break it down to milestones
  - Ensure you get clarity and buy-in from everyone
  - Celebrate the wins and milestone moments as they achieve
  - Recognition and Praise ALWAYS!
- 
- If you have staff issues, then you need to address this one-on-one and follow the performance management process.

**TOPIC 6**

**Being prepared for a great year ahead**





# The value of additional products or services to grow your business – What is your plan?

## Key Points:

- What other products or services could you add into your current business as an offering?
- Ask your customers, what else are you looking for?
- Think about how to bundle or package into your current offerings
- Will your business need extra resources i.e. new staff?
- Can you train your existing staff to minimise wages
- Or maybe someone in your business already has these skills and you don't know it?
- Think about your 90-Day Plan
- Seek advice for reassurance
- What will else you offer, add more value to your brand?

# What does your business need to do to grow more sales?

## Key Points:

- To do more or have a better marketing strategy?
- Host some webinars to get your brand out there
- Do you need to train your staff on sales and customer service
- Are you tracking your leads or getting a register of clients
- Think about some customer win backs
- Don't under estimate the power of referrals
- More google reviews
- Have a dedicated Tele-Appointer

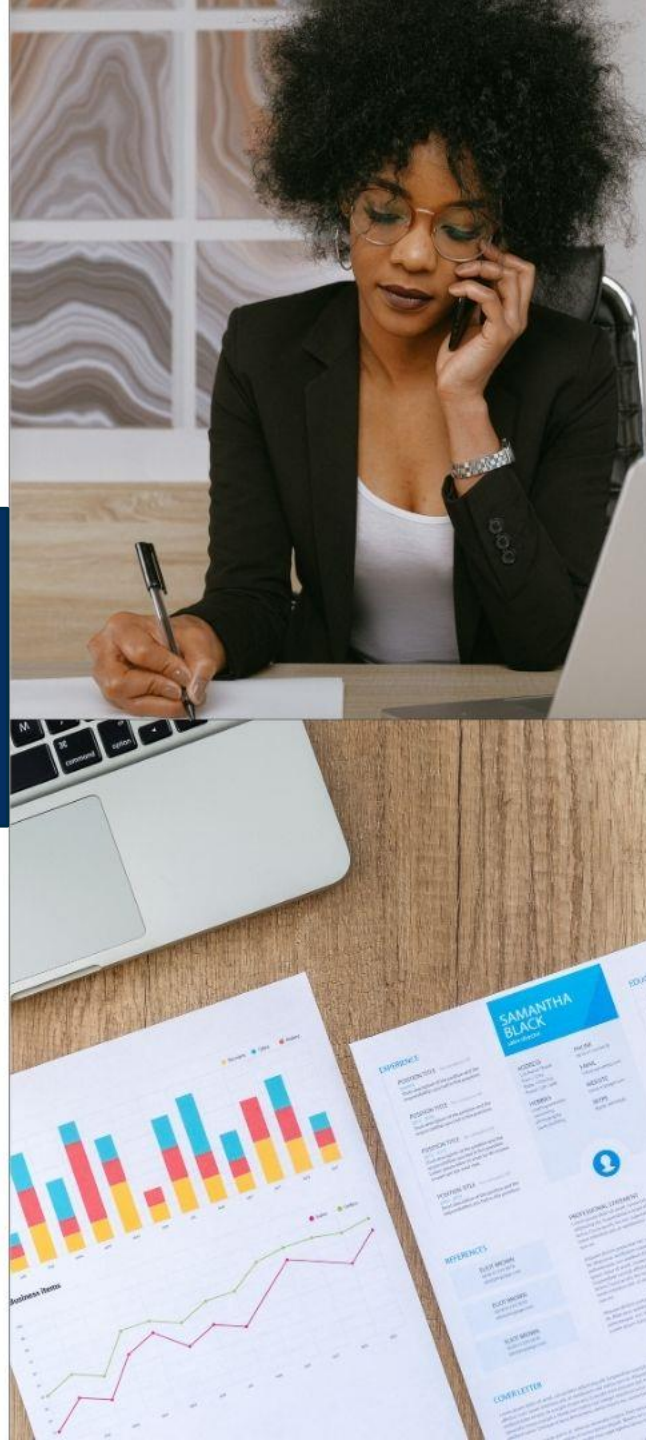
# The importance of having financial, marketing, people and a sales plan

## Key Points:

- You can't manage what you can't measure
- How do you measure your sales, purchases and expenses?
- How do you measure marketing activity and responses?
- How do you coach, manage and mentor your staff?
- Are you actively having One on One performance conversations?
- Have you done any Performance Appraisals/ Reviews of recent?
- How to you measure your sales opportunities from lead to proposal and then conversion?
- How strong is your sales pipeline?

## TOPIC 7

# The power for working/ partnering with like minded business in MVCC



# Learn how you can strengthen each other's business

## Key Points:

- Work with complimentary businesses
- Network with one and another
- Refer to one and another
- Compliment your services
- Share resources
- Share the customer

# The benefits of best practice sharing

## Key Points:

- The value of benchmarking
- Like minded business owners sharing their success stories
- What is working and what is not
- How does each business do things differently
- Learn about each others business of the good, the back and the ugly
- Celebrate the wins together
- Support each other

# The importance supporting and motivating each other



# HR Documents & Checklists

Free HR Documents & Checklists to help you stay on track



Returning to the office after COVID-19 checklist

Download



Checklist to go through before your employees visit clients again

Download



HR Health Check

Download



<https://keyba.com.au/hr-documents-checklist/>



## Offer to Attendees – valid for 7 days:

Free appraisal of your record keeping

Review the reports you are getting

Health check of your business (including cashflow)

Email us at [hello@mksgroup.com.au](mailto:hello@mksgroup.com.au) and we will contact you

# Any questions?



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Call MKS on (03) 9374 8400



[www.keyba.com.au](http://www.keyba.com.au)

Call KBA on 1300 4 ADVICE

## Topics Include:

1. What is the true cost when mistakes happen
2. Understand the value of setting up the right processes linked to your policies and procedures
3. The best ways to roll out new policies and procedures for better staff engagement
4. How to address staff who don't follow company policies and procedures
5. Setting new goals and objectives for better performance outcomes

## Presenter:

Colin Wilson Director, Key Business Advisors

Maja Trpevska, HR Consultant, Key Business Advisors

## Upcoming webinar - 15th March 2021

**Engage your staff to follow your  
company processes**

[keyba.com.au/upcoming-events](https://keyba.com.au/upcoming-events)





Business in Moonee Valley alert



**E-CONNECT**

<https://mvcc.vic.gov.au/work/my-business/>





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